



Request for Proposals

Someone You Know & Love Campaign Program Evaluation
Infectious Disease Bureau, Education & Community Engagement Division
Ryan White HIV/AIDS Services Planning Council Support Team

October 8, 2026

Request for Proposals Timeline and Activities	
Friday, October 9, 2026	RFP available online at www.boston.gov/bid-listings by 11:00 am ET
Friday, October 16, 2026	All proposals due via email by 5 PM ET to RFR@bphc.org ; CC: Clare Killian, Senior Program Manager, ckillian@bphc.org Subject: "Company Name" – Someone You Know & Love Evaluation RFP
Friday, October 23, 2026	Notification of Decision: Desired date for notification of award to proposer; however, BPHC has the discretion to extend this date without notice. The contract(s) resulting from this RFP shall be in effect when all necessary contract documentation is fully executed by BPHC and awarded Vendor(s)

Background

Boston EMA Ryan White HIV/AIDS Services Planning Council and Support Staff

The Boston Eligible Metropolitan Area (EMA) Ryan White HIV/AIDS Services Planning Council (hereafter referred to as the Planning Council or Council) is an independent, volunteer-based, federally mandated planning body appointed by the Mayor of Boston. The Planning Council works closely with the Boston Public Health Commission (BPHC) to identify and prioritize HIV service categories and allocate Ryan White Part A HIV funding throughout the Boston EMA.

In order to maintain administration and operation of the Planning Council, funds as part of the 10 percent administrative cost cap of the Ryan White HIV/AIDS Part A award may be used to hire Planning Council Support (PCS) staff or consultants.

In the Boston EMA, PCS Staff are BPHC employees who support the work of the Planning Council, working closely with the Council to ensure all legislative requirements are met. PCS Staff coordinate meeting logistics, prepare meeting minutes, act as support staff for Council committees, and conduct research and training to support the annual cycle. PCS Staff also helps to establish and maintain a productive relationship with the recipient, develops and manages a budget, and ensures the Council has the necessary resources to accomplish the work. PCS Staff help the Council to establish and operate its governing documents and systems so that the Planning Council effectively meets its legislative duties and programmatic expectations.

Consumer Committee of the Planning Council

Under the Planning Council's Bylaws, the Consumer Committee works to ensure that people living with HIV are empowered, supported, and encouraged to participate in the full range of activities carried out by the Planning Council.

The Consumer Committee provides opportunities for Planning Council members to learn more about topics related to the Council's work and the experiences of people who use HIV services. The committee also provides people living with HIV a place to share their personal and community experiences. This committee also provides a space for people living with HIV to share their experiences, perspectives, and priorities.

The Consumer Committee is responsible for overseeing the development, maintenance, and regular evaluation and quality improvement of the Planning Council's HIV stigma-reduction campaign, **Someone You Know & Love**.

Campaign Context

The **Someone You Know & Love** campaign was created in response to the longstanding discrimination and HIV-related stigma experienced by people living with HIV (PLWH). HIV stigma can be made worse by racism, sexism, homophobia, and other forms of discrimination and inequity.

HIV stigma remains a significant barrier to health outcomes and well-being. It may affect whether people seek or remain engaged in medical care and support services, as well as mental health, and viral suppression, while also limiting access to stigma-free sexual health information for the broader community. The campaign is intentionally led by PLWH and prioritizes communities disproportionately affected by HIV. Through storytelling and personal experiences, the campaign seeks to increase understanding, promote respectful language, and improve attitudes toward PLWH.

Current campaign priorities include maintaining leadership by PLWH, preserving the campaign's original purpose, navigating federal funding and annual grant timelines, and strengthening coordination and continuity across HIV stigma-reduction efforts.

Campaign Description

Someone You Know & Love is a multimedia HIV stigma-reduction campaign designed by and with PLWH. to confront stigma through storytelling, education, and community engagement. Centered on the message that you likely already know and love someone living with HIV, the campaign activities include documentary films and videos, a website, an Instagram account, education and promotional materials, and community events.

Campaign activities and annual priorities are guided by the Consumer Committee and informed by data, community input, and lessons learned.

Request for Proposals and Evaluation Purpose

We want to understand if the **Someone You Know & Love** campaign is reaching the intended audience, has a positive impact on the attitudes, knowledge, and beliefs about people living with HIV, and increases knowledge about HIV care, prevention, and treatment. With this, we aim to demonstrate the value of funding interventions and programming such as this one to continue

to scale up storytelling-focused HIV stigma reduction interventions throughout the Infectious Disease Bureau.

The Consumer Committee and PCS Staff recognize it's critical to evaluate now to understand how to be strategic about the next phases of funding this campaign and understand if changes need to be made, however, do not have staff time or capacity to conduct a full program evaluation. **This Request for Proposals is for an evaluation partner to work alongside the Consumer Committee, the Planning Council at large, and the PCS Staff to begin the evaluation of the Someone You Know & Love campaign.**

Equity and Compliance Requirements

BPHC is committed to equitable procurement practices and strongly encourages submissions from Certified Underrepresented Business Enterprises (CUBE), including minority-owned, women-owned, veteran-owned, disability-owned, LGBTQ+-owned businesses, nonprofit organizations, and local businesses.

City of Boston Living Wage Ordinance:

All service contracts issued by BPHC are subject to the City of Boston's Living Wage Ordinance. This ordinance requires that employees working on substantial city contracts receive an hourly wage that ensures a family of four can live at or above the federal poverty level. This wage amount, called the living wage, is recalculated annually. For additional information, refer to [Boston Jobs, Living Wage, and Prevailing Wage Ordinance](#).

System for Award Management:

BPHC is prohibited from contracting with or making subawards under covered transactions to parties that are suspended or debarred, or whose principals are suspended or debarred by the federal government. BPHC will ensure compliance with the code of federal regulation via confirmation from the Federal System for Award Management (SAM). The System for Award Management (SAM) catalogs vendors registered with the US Federal Government and identifies those who may be subject to any active exclusions, disqualifications, or are otherwise ineligible to receive funds.

BPHC Standard Contract:

Awarded vendor(s) will be subject to the terms and conditions outlined in the contract, which define obligations and responsibilities. Services shall not commence until both parties have duly executed the agreement. The BPHC shall negotiate any requirements not outlined in the RFP.

Scope of Services

BPHC IDB's PCS Staff team seeks the expertise of organizations capable of providing technical assistance and consulting services in support of a program evaluation of the "Someone You Know & Love" campaign. The evaluation should assess whether the campaign is reaching its intended audience and achieving its goals across four components: the website, Instagram, film, and community events. Ongoing digital analytics will assess reach and engagement over time, while participant surveys and focus groups conducted around campaign events will measure

changes in HIV knowledge, stigma-related attitudes, awareness of resources, and participants perceived ability to reduce stigma.

Ongoing analytics from the website, Instagram, and YouTube will assess reach and engagement, including audience demographics, traffic, views, and resource use, while time-bound pre/post surveys and focus groups should assess changes in HIV-related knowledge, attitudes toward people living with HIV, campaign awareness, and participants perceived ability to reduce stigma. The evaluation should also examine whether campaign events drive engagement with the website, film, and Instagram, allowing the evaluation to assess both the campaign's reach and its effectiveness.

We expect that this evaluator will follow equitable evaluation and community-based participatory research principles. We expect the evaluator to involve the Consumer Committee, at a minimum, and the full Planning Council, when applicable, in the review of each step of the development, implementation, and results sharing of this evaluation.

Expected deliverables include but are not limited to:

- An evaluation work plan, logic model, and evaluation matrix
- Mixed-methods data collection tools and data collection support
- If feasible within the budget and time constraints, a digital data analytics dashboard to improve access to and integrate website and social media engagement data or recommendations for the development of such tools
- If feasible within the budget and time constraints, final reports, including written and presentation materials in accessible formats for diverse literacy and numeracy levels

Contract Term

Contract term will be from date of award until February 28, 2027, with opportunity to renew pending funding.

Proposal Submission Requirements

Proposals must include:

- Organizational overview and mission
- Proposed team and staffing structure, including relevant experiences and qualifications
- Proposed evaluation scope and approach that are reasonably completable within the contract term
- Proposed budget

Timeline and Deadlines

Proposals are due via email no later than 5 PM EST two weeks after posting to RFR@bphc.org & ckillian@bphc.org

Subject: "Company Name" – Someone You Know & Love Evaluation RFP

Late submissions will not be accepted