

Request for Proposals

Massachusetts Region 4AB Public Health Emergency Preparedness Coalition, Metro Regional Preparedness Coalition, Cambridge Health Alliance

Project Title

“All-Hazards Public Health Emergency Response Framework”

About the Region 4AB PHEP Coalition

The Massachusetts Department of Public Health (MDPH) has created six regional Health and Medical Coordinating Coalitions (HMCCs) to help cities and towns work together during public health and healthcare emergencies.

The Region 4AB HMCC, known as the Metro Regional Preparedness Coalition (MRPC), serves 60 cities and towns in the Metro Boston area (not including the City of Boston). The Region 4AB Public Health Emergency Preparedness (PHEP) Coalition is part of this regional structure and focuses on supporting local Boards of Health and Health Departments.

Cambridge Health Alliance (CHA) serves as the lead agency and fiscal sponsor for the Region 4AB PHEP Coalition.

The Coalition receives funding through a five-year Public Health Emergency Preparedness Cooperative Agreement (2024–2029) between the Centers for Disease Control and Prevention (CDC) and MDPH. This funding supports planning, training, exercises, and tools that help local Boards of Health and Health Departments prepare for and respond to a wide range of public health emergencies.

For more information about the Region 4AB PHEP Coalition, please visit our website at:
<https://region4ab.org/phep>.

Project Background

In Budget Period 2 (BP2; July 2025 - June 2026), the Region 4AB PHEP Coalition will develop an all-hazards public health emergency response framework to guide public health response to incidents/events within their community. The framework can either be included in a community level Emergency Operations Plan (EOP) or Comprehensive Emergency Management Plan (CEMP) or be a standalone document.

The Coalition’s goal for the all-hazards public health emergency response framework is that it is grounded in real world needs, tailored to be locally actionable, and places an emphasis on:

- Public health and population impacts
- ICS/NIMS integration

- Modular, function-specific responsibilities
- Plain language and practical usability
- Equity, accessibility, and local customization

This project seeks a qualified contractor to help create an all-hazards public health emergency response framework for each municipality in Region 4AB to meet these expectations.

Scope of Work

The Region 4AB PHEP Coalition is seeking proposals from qualified individuals or vendors to support the creation of an all-hazards public health emergency response framework for adoption by local Boards of Health and Health Departments.

The selected vendor will collaborate with the Coalition's Project Management Team (PMT) and follow a structured process to achieve the following Scope of Work.

1. Conduct a project launch meeting and planning team meetings.

The selected vendor will conduct a project launch meeting **within 7 business days** of contract execution. The purpose of the meeting is to confirm goals, review key background materials, define roles and responsibilities, and finalize the overall project schedule. Project meetings may be held virtually or in person, depending on location and availability. Each meeting will include the PMT and will guide the development and finalization of the all-hazards public health emergency response framework.

2. Review background materials.

The selected vendor will review background materials provided by the PMT to become familiar with the structure, tone, and content of existing and preferred frameworks to inform framework development. These background materials include:

- Preferred examples of all-hazard public health emergency response frameworks
- CDC Public Health Emergency Preparedness (PHEP) Capabilities
- Other state and federal guidance and guidelines as relevant

3. Propose a detailed framework development plan.

The selected vendor will work with the PMT to draft a proposed outline for the all-hazards public health emergency response framework. The outline will be submitted for review and approval prior to drafting content. This outline will:

- Recommend hazard-specific or function-specific topic areas to be included
- Propose how these areas will align with the format and structure of existing and preferred frameworks
- Identify any opportunities to strengthen health equity, accessibility, and cross-sector coordination

4. Develop and deliver framework sections.

Using the approved outline, the selected vendor will draft content for the all-hazards public health emergency response framework. Drafts will be delivered in batches for review and feedback. Each section will:

- Use plain language writing style
- Include clear, concise guidance for local public health roles before, during, and after an emergency
- Include fillable sections (as needed) for local adaptation (e.g., contacts, plans, responsibilities)
- Reference relevant regulations, agencies, and response tools (e.g., WebEOC, ICS, CMRs)
- Address public health's role in planning, response coordination, and recovery
- Emphasize equity and access, especially for high-risk and disproportionately impacted populations

5. Incorporate feedback and finalize the framework.

The selected vendor will revise the draft content based on feedback from the PMT. The final framework will be submitted as a professionally formatted, editable document (Microsoft Word format). The vendor will also deliver a separate version of the framework formatted as a fillable template.

6. Develop a summary slide deck.

The selected vendor will prepare a slide deck (PowerPoint) that provides a plain language overview of the all-hazards public health emergency response framework. The slide deck will be designed for training, socialization, and public presentations, and will include:

- Key themes and responsibilities
- Visual examples of framework sections
- How the framework can be used before, during, and after emergencies
- How local Boards of Health and Health Departments can implement the framework

Deliverables and Completion Dates

The following timeline outlines expected deliverables for the all-hazards public health emergency response framework. This timeline is approximate and may be refined during the project launch meeting with the selected vendor. All work will be conducted in consultation with the PMT.

1. Project Launch Meeting

The selected vendor will participate in a virtual project launch meeting within **7 business days** of the signed contract. The meeting will:

- Review the project goals, deliverables, and timeline
- Define project roles and responsibilities
- Establish regular check-in meetings for the duration of the project

2. Review of Project Materials

The selected vendor will review all provided materials within **10 business days** of the project launch meeting. This review will be used to guide development of the framework outline. These materials will include:

- Preferred examples of all-hazards public health emergency response frameworks
- CDC PHEP Capabilities
- Other relevant background materials, guidance, and guidelines

3. Framework Outline

The selected vendor will draft and submit a detailed outline for the all-hazards public health emergency response framework within **15 business days** of completing the background review. The PMT will review and approve the outline prior to content development. The outline will propose:

- Framework sections
- Recommended structure and sequencing
- Key themes and integration strategies

4. Draft Framework Sections

Following outline approval, the selected vendor will begin developing content for the all-hazards public health emergency response framework. Draft content will be delivered in two or more batches, with each batch submitted for feedback. Each batch of draft content will be submitted approximately every **2–3 weeks** until all sections are complete. Draft sections will:

- Follow the previously approved framework structure and approach
- Include fillable fields and local customization prompts (when needed)
- Reference applicable laws, agencies, and tools
- Emphasize health equity, coordination, and plain language

5. Framework Review and Finalization

The selected vendor will incorporate feedback and deliver a finalized framework document within **10 business days** of receiving final comments. The completed document will be:

- Editable (Microsoft Word)
- Professionally formatted
- A separate version of the framework will be provided in a fillable template format

6. Summary Slide Deck

The selected vendor will develop a plain-language slide deck summarizing the all-hazards public health emergency response framework. The slide deck will be submitted **within 7 business days** of finalizing the framework. The slide deck will:

- Highlight the purpose and structure of the framework
- Show how to use the framework in planning, training, or response
- Be formatted in Microsoft PowerPoint

7. Ongoing Meetings and Collaboration

The selected vendor will participate in scheduled project meetings (virtual or in-person), typically held weekly or biweekly. The vendor is expected to:

- Provide progress updates
- Share draft materials for review
- Respond to feedback in a timely manner

Project Outputs

The following outputs reflect the scope of work described in this RFP. These outputs may be refined during project implementation based on input from the selected vendor, subject matter experts, or the PMT.

- **All-Hazards Public Health Emergency Response Framework**
 - Review of preferred examples of an all-hazards public health emergency response framework
 - Outline of recommended framework topics and structure
 - Draft and final framework sections
 - Integration of relevant laws, emergency roles (e.g., ICS), systems (e.g., WebEOC, MAVEN), and public health capabilities
 - Consistent emphasis on equity, accessibility, coordination, and real-world use
 - Final document submitted in an editable format (Microsoft Word)
 - Separate version of the final framework formatted as a fillable template
- **Summary Slide Deck**
 - A plain language PowerPoint slide deck summarizing the purpose, structure, and uses of the framework
 - Visual examples or excerpts from the framework, where applicable
 - Ready for use in training, public presentations, or coalition meetings
- **Drafting and Collaboration Tools**
 - Proposed timeline and outline for framework development
 - Summary of review comments and vendor responses, if applicable

- Any internal drafting templates or tools used to maintain consistent formatting and voice
- **Project Management and Coordination**
 - Regular participation in meetings with the PMT
 - Clear version control and documentation of all submitted drafts
 - Final summary of key project milestones and deliverables

Vendor Requirements

The individual or vendor submitting a proposal should meet the following requirements. If the lead vendor does not meet all requirements directly, they may subcontract with individuals or organizations that do.

- **Public Health Emergency Preparedness Experience**
The vendor should have experience developing public health emergency preparedness plans, frameworks, or tools. This includes familiarity with the CDC PHEP Capabilities and Massachusetts-specific systems (e.g., WebEOC, MAVEN, ICS/NIMS).
- **Framework and Guidance Development**
The vendor should be skilled in writing clear, plain language planning documents for use by local Boards of Health and Health Departments and community partners. Experience working with or for municipal public health in Massachusetts is strongly preferred.
- **Health Equity and Accessibility**
The vendor should understand health equity principles and how public health emergencies affect high-risk and disproportionately impacted populations. The vendor should be able to incorporate these considerations throughout the framework.
- **Cross-Sector Collaboration**
The vendor should have experience working with multidisciplinary teams that may include emergency management, public health, healthcare, public safety, and community organizations. Familiarity with the structure and functions of regional coalitions or Health and Medical Coordinating Coalitions (HMCCs) is preferred.
- **Project Management and Communication**
The vendor should be able to manage timelines, respond to feedback, and communicate regularly with the PMT. The vendor must be able to attend virtual meetings and participate in regular check-ins throughout the project.
- **Workshop or Presentation Experience**
The vendor should be able to present project findings and materials at meetings or workshops (virtually or in person). Experience developing visual materials (e.g., PowerPoint slide decks) for public health audiences is required.

- **Technical and Formatting Skills**

The vendor must be able to develop deliverables in Microsoft Office (Word, PowerPoint, Excel). Templates and materials should be easy to edit and use at the local level.

- **Coordination with the Project Management Team**

The vendor will work closely with the PMT, which may include MRPC staff, MDPH staff, and representatives from Region 4AB communities. Regular updates and collaboration will be expected throughout the project.

Project Budget and Proposal Submission Requirements

The total contract amount **may not exceed \$30,000**. This amount must include all costs related to staff time, project meetings, deliverables, travel (if applicable), and materials production (electronic and printed). All project deliverables must be completed, and all invoices submitted, by October 31, 2025. The payment schedule will be based on agreed-upon terms and tied to deliverable milestones, as outlined in the project contract.

Proposal Submission Instructions

Please submit your complete proposal by **12:00 PM EST on Wednesday, September 3, 2025** to: **hmcc@challiance.org**.

Proposals should include the following:

- **Project proposal:** A brief proposal outlining the proposed approach, including a draft schedule of outputs and estimated completion dates (subject to adjustment based on the project start date)
- **Draft deliverables schedule:** A draft list of outputs and estimated completion dates (timeline may be adjusted during contracting)
- **Detailed budget estimate:** Including personnel hours, hourly rates, subcontractor costs (if applicable), and a detailed budget justification
- **Resumes or bios:** For all individuals who will be involved in the project
- **Organization summary:** A brief description of the submitting individual, organization, or business entity, including relevant experience and qualifications
- **Sample work product:** At least one relevant writing or planning sample

Incomplete submissions may not be reviewed. Final selection will be based on the evaluation criteria described in this RFP.

Evaluation and Selection Criteria

Proposals will be reviewed by Region 4AB PHEP staff and/or members of the Coalition's Executive Committee. The contract will be awarded to the vendor whose proposal best meets the needs of the project as outlined in this RFP. Proposals will be evaluated based on the following criteria:

Criteria	Description
Relevant Experience	Experience in public health preparedness, emergency planning, and developing frameworks or guidance documents. Familiarity with Massachusetts systems and CDC PHEP Capabilities is preferred.
Approach and Clarity	The proposed approach is well organized, clearly written, and demonstrates understanding of the project goals and scope of work.
Qualifications of Key Staff	Qualifications, experience, and availability of the individuals who will carry out the work meets the needs of the project.
Health Equity and Accessibility	Demonstrated understanding of health equity and the needs of disproportionately impacted populations in emergency preparedness.
Work Samples	Quality, clarity, and relevance of submitted writing or planning samples.
Project Timeline and Feasibility	Realistic timeline and ability to complete deliverables within the required project period.
Budget Justification	The budget is reasonable, clearly justified, and aligns with the proposed scope of work.

The Region 4AB PHEP Coalition reserves the right to request additional information, interview applicants, or reject any or all proposals.

Contact for Questions

Questions about this RFP may be submitted by email to hmcc@challiance.org.

Informational Resources

The following resources will be provided upon contract start:

- Preferred examples of all-hazards public health emergency response frameworks
- CDC Public Health Emergency Preparedness Capabilities
- Region 4AB HMCC Hazard Vulnerability Assessment (if applicable)