

Request for Proposal: Impact Measurement for BRC Community Programming

Issued by: The Boston Running Collaborative

Boston Running Collaborative Steering Committee Representative:

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Proposals Due: Please submit your proposal in .pdf format to swalmsley@baa.org by October 5, 2022.

INTRODUCTION

Among the nation's oldest athletic clubs, the Boston Athletic Association was established in 1887. Ten years later, it produced the first Boston Marathon. The Boston Athletic Association is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running, and is committed to a world where all people can have access to and benefit from running and an active lifestyle.

The Boston Athletic Association (BAA) is seeking to extend its community impact and contributions through a variety of initiatives and partnerships. These efforts include the creation of the Boston Running Collaborative (BRC), a group of mission-aligned organizations under the leadership of a Steering Committee.

Mission of the Boston Running Collaborative: By centering the conversation in the Boston running community, engaging supporters, and collectively leveraging our assets, the Boston Running Collaborative will develop, support, and promote innovative and accessible events and programs to improve the health outcomes for Boston's most vulnerable, diversify the sport, elevate diverse leaders in the sport, and bring communities together around running and fitness

BACKGROUND

The BAA model of youth and community engagement has been to deliver community-focused events. The purpose of the BRC is to engage community-based organizations to work together alongside the BAA to develop, support, and promote innovative and accessible strategies, events, and programs for Boston's most vulnerable and marginalized communities. The initiative's goals include diversifying the sport, elevating diverse leaders in the sport, and bringing communities together around running and fitness. There has yet to be developed a set of outcomes-based measures that clarify and capture the BRC's goals. In addition, the BRC has not defined a baseline for measurement or developed a strategic framework for how each member organization's programs contribute toward collective impact. This means that while there is important work being done in terms of BRC plans and activities, the outcomes and the impacts of these efforts are less clear.

PROJECT DESCRIPTION

The goal of this engagement is to clarify BRC goals and develop a related set of inclusive metrics and measurements that track progress. A part of this objective is to further strengthen the integrative ties and collaborative work between and among the BAA and BRC member organizations.

We have a modest budget for this work and would be interested in understanding options at different price ranges based on the scope of services. We would like to employ a consultant who has experience working with diverse leaders and understands the importance of an active lifestyle.

PROPOSAL GUIDELINES

Your proposal should follow the format below:

- Executive summary
- Background information about your business
- Your business' commitment to diversity, equity, inclusion and belonging
- Note why we should choose your business over other vendors
- Note relevant experience that would help you deliver our project
- Proposed services or deliverables
- Pricing
- Note fixed price for the project with an itemized costing. Also, note the number of hours you expect the project to take.
- References
- Include name and contact details for two previous clients.
- Any terms and conditions for working with you

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SELECTION CRITERIA

The Boston Running Collaborative Steering Committee will evaluate the proposals based on the following criteria:

- Responsiveness to the requirements outlined in this RFP
- Relevant experience and performance
- Testimonials from past clients
- Demonstrated commitment to diversity, equity, inclusion and belonging
- Quoted cost of the project

The Boston Running Collaborative Steering Committee reserves the right to award the contract to the vendor that represents the best value to the business, as determined by The Boston Running Collaborative Steering Committee.

RFP and Project Timelines

Request for proposal issuance too BRC for review	9/16/2022
RFP available	9/21/22
Deadline for proposal submission	10/05/2022
Selection of vendor	10/12/2022
Project begins	11/01/2022
Project completion	5/31/2022

Vendors may propose an earlier completion date in their proposal.

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