



Somerset County Health Department
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Health Officer Danielle Weber, MS, RN

REQUEST FOR PROPOSAL # 2026-019

PROJECT: Maryland Responds TV Advertisement Campaign

LOCATION: SOMERSET COUNTY, MARYLAND

Vendor Name: _____

Address: _____

Telephone: _____ **Fax:** _____

Signature of Authorized Representative:

Proposal Submission Deadline: **December 30, 2025**
4:00 p.m. EST

Submit To: **Kimberly Mason,**
Purchasing Agent
Somerset County Health Dept.
8928 Sign Post Road
Westover, MD 21871

The Somerset County Health Department (SCHD) is announcing a Request for Proposal (RFP) for qualified advertising companies responsible for the development and distribution of compelling television advertisements. The advertisement campaign will enhance public awareness and participation and promote Somerset County residents to register with the Maryland Responds Medical Reserve Corps: Ready to Respond Programs website. This funding is supported by Maryland Department of Health (MDH) Office of Preparedness and Response (OP&R).

I. BACKGROUND

The SCHD is seeking qualified advertising companies responsible for the development and distribution of a television advertising campaign that will focus on enhancing awareness and engagement with the Maryland Responds Medical Reserve Corps (MRC) program. The MRC is a community-based, civilian, volunteer program that helps build the public health infrastructure and response capabilities of communities in Maryland. Maryland Responds is composed of dedicated Responders who stand ready to volunteer their skills, expertise and time to support ongoing public health initiatives and to assist during emergencies. Maryland Responds is administered by the Maryland Department of Health (MDH) Office of Preparedness and Response (OP&R). The MRC website allows you to register as a responder willing to provide services during a disaster or emergency situation. For more information about the Maryland Responds program, or answers to FAQs visit on the web at mdr.health.maryland.gov.

II. PURPOSE

The advertisement campaign will be developed and distributed by the qualifying organization to communicate the importance of community volunteers that enhances public response capabilities in Somerset County. The primary objective is to encourage local resident enrollment on the designated website and secure volunteers prepared to offer services during state or county emergency situations.

- Maryland Responders are dedicated volunteers who stand ready to respond to the public health needs of our community. Maryland Responders include medical and public health professionals, such as physicians, nurses, physician assistants, pharmacists, dentists, veterinarians and epidemiologists. Many other non-medical community members also support the Maryland Responds Medical Reserve Corps, such as interpreters, chaplains, office workers, and legal advisors.
- Maryland Responders may deliver a variety of necessary public health services during a crisis, such as providing care directly to individuals seeking medical or mental health attention at disaster relief shelters. Volunteers may also serve a vital role by assisting their communities with ongoing public health needs such as

immunizations, screenings, health and nutrition education, or volunteering in community health centers.

III. GENERAL INFORMATION:

Funding in the amount of \$ **9,000** will be available until May 30, 2026. **Proposals must be submitted to Kimberly Mason, Somerset County Health Department via email at KimberlyA.Mason@Maryland.gov.** Questions related to this application are permissible by email. All proposals must be received by **December 30, 2025.** Late proposals will not be accepted.

IV. BASIS OF AWARD

Funds will be awarded to responsible parties deemed to have the most advantageous and beneficial offers as set forth in the proposal. The awards will be contingent upon approval of the Grant Review Committee. Awards will be announced on or about **January 06, 2026.**

V. REIMBURSEMENT

Agency or organization selected for the award will be required to assume responsibility for all services offered in the awarded proposal. In addition, by signing a grant project contract (Memorandum of Understanding or Service Agreement), award recipients are required to:

- Submit accurate and complete project reports, budget forms, expense forms, time sheets, and original receipts for reimbursement to the health department as requested, by set deadlines.

VI. TIMELINE

RFP release date: **December 11, 2025**
Pre-proposal meeting date: **December 17, 2025 @ 3:00 PM**

Pre-proposal registration required (see *Attachment II*)

Join by computer: meet.google.com/gvv-jbjc-vax

Join by phone: **(US) +1 601-680-7138 PIN: 303 842 855#**

Proposal deadline: **December 30, 2025**

Tentative award date: **January 06, 2026**

VII INSTRUCTIONS

Please submit a proposal of no more than 2-3 pages that includes:

1. **Summary of Proposal.** In no more than two paragraphs, describe the activities proposed, the project goals and the scope of the assessment.
2. **Description of the Program.** Describe in greater detail the proposed item(s) and activities. Include timeline, materials that will be used, description of the target population, evaluation methods, and plans for sustainability.
3. **Line Item Budget.** Provide justification for all funding requested in the proposal. Include specific costs of proposed materials. Acceptable expenses are educational materials and wellness supplies.
4. Each proposal must include the items discussed on the previous page:
 - Completed proposal form.
 - Completed and signed cover sheet. *Attachment I*
 - Completed and signed pre-proposal conference response form. *Attachment II*

VIII SPECIAL CONSIDERATIONS

1. Each organization funded will be required to submit a detailed one page final report on or by June 15th, 2026 on their project.
2. Funding will be reimbursed to awardees. All receipts of expenditures will be required for **full reimbursement**. Please provide the following as you spend down funds: **receipts, an invoice for the amount to be reimbursed, and a cover letter on letterhead with directions for reimbursement.**
3. Awardees will work with the program staff to sign award documents and discuss project implementation.

IX. ADDITIONAL INSTRUCTIONS TO CONTRACTOR

Right to Reject:

The Somerset County Health Department reserves the right to reject any and/or all proposals or waive any technicality it deems in the Agency's best interest.

Maryland Law Prevails:

The provisions of this contract shall be governed by the laws of the state of Maryland.

Evaluation:

Each proposal will be evaluated utilizing the criteria outlined in the application packet.

Solicitation Information:

Issuing Officer: Danielle Weber, Health Officer

Grant Project Coordinator/Monitor: Christopher Osment

Questions:

Contact Christopher Osment at Somerset County Health Department at 443-523-1700 or Christopher.Osment@maryland.gov

COVER SHEET

(Please complete this page and submit with proposal)

Name of Organization	
Name of Project Director	
Mailing Address	
Physical Address (if different from above)	
Phone	
Email	
Federal Tax ID Number	
Title of Proposed Project	
Amount Requested	
How did your organization become aware of this RFP?	

Certification

I certify that all the information provided in this application is correct and accurate to the best of my knowledge.

Name and Title	
Signature	
Date	

Attachment II: Pre-Proposal Conference Response Form

Solicitation (RFP) Title: Maryland Responds TV Advertisement Campaign

Solicitation (RFP) Number: 2026-019

A web based; remote pre-proposal conference will be held on **December 17, 2025 @ 3:00 p.m.**

Please return this form by **4:00 pm on December 16, 2025**, advising whether or not your firm/company plans to remotely attend. The completed form should be returned via e-mail to the contact information below:

Somerset County Health Department
Kimberly Mason Administrative Officer II
E-mail: kimberlya.mason@maryland.gov

Please indicate:

<input type="checkbox"/> Yes, the following representatives will remotely attend/participate.
Attendees Name and E-mail address:
1.
2.
3.
<input type="checkbox"/> No, we will not attend/participate.

Participation in the Pre-Proposal Conference requires pre-registration as described in section VI. Timeline in RFP.

Attachment II: Pre-registered persons will be given access information for interactive involvement (to either view/monitor, ask real-time questions, or make comments/suggestions) in the Conference.

Potential Offeror:

Potential Offeror Name, Title and Firm/Company (please print or type)