



MARYLAND DEPARTMENT OF AGING (MDOA)

SMALL PROCUREMENT REQUEST FOR PROPOSALS (RFP)

**MDOA-SP-27-04 STATEWIDE NURSING HOME RESIDENT COUNCIL
CONSULTATION EMMA RFP NUMBER BPM058847**

ISSUE DATE: SEPTEMBER 21, 2026

A Prospective Offeror that has received this document from a source other than eMarylandMarketplace Advantage (eMMA) should register on eMMA <https://emma.maryland.gov/>

**SMALL, MINORITY, AND VETERAN OWNED BUSINESS ENTERPRISES ARE
ENCOURAGED TO RESPOND TO THIS SOLICITATION.**

**STATE OF MARYLAND
MARYLAND DEPARTMENT OF AGING (MDOA)
KEY INFORMATION SUMMARY SHEET**

Small Procurement Request for Proposals	Services - MDOA-SP-27-04 Statewide Nursing Home Resident Council Consultation
eMMA Solicitation Number / MDOA RFP Identifier:	BPM058847 / MDOA-SP-27-04
RFP Issue Date:	September 21, 2026
RFP Issuing Office:	Maryland Department of Aging ("MDOA" or the "Department")
Procurement Officer: Email: Phone Number:	Aaron Peterson 36 S. Charles St., 12th Floor, Baltimore MD 21201 aaron.peterson1@maryland.gov (410) 776-9348
Proposals are to be sent to:	Submit on emma.maryland.gov under Solicitation Number BPM058847 To submit a proposal, offerors must first register on emma.maryland.gov . We recommend registering in advance to become acquainted with the site.
Questions Due Date and Time:	October 2, 2026, before 5:00 PM Local Time
Proposal Due (Closing) Date and Time:	October 16, 2026, before 3:00 PM Local Time
Procurement Method:	Small Procurement (Category II)
Contract Type:	Firm Fixed Price (Deliverable-Based)
Total Project Budget	\$50,000
Contract Duration:	January 1, 2027 – June 30, 2027
Primary Place of Performance:	Flexible Modality

I. Background and Purpose

The Maryland Long-Term Ombudsman Program (“State Program”) in the Maryland Department of Aging (“MDOA” or “Department”) seeks a consultant to organize and launch a Statewide nursing home resident council. Federal regulations require all nursing homes participating in Medicare/Medicaid services to provide residents the right to organize and participate in resident council meetings (resident councils are also sometimes referred to in the law as “resident groups”). *See, e.g.*, 42 C.F.R. § 483.1(b); 42 C.F.R. § 483.10(f)(5). Furthermore, per the Older Americans Act (“OAA”) and federal regulations, the State Program is required to provide technical assistance to nursing home resident councils. 42 U.S.C. § 3058g(a)(3)(H)(iii); 45 C.F.R. § 1324.13(a)(9). The establishment of this Statewide resident council will help direct ombudsman systemic advocacy for Maryland.

II. Scope of Work and Deliverables

The successful offeror will act as the State Program’s expert consultant to define and develop a resident-directed meeting model. This model must support residents in identifying common concerns, sharing effective advocacy strategies, and elevating systemic issues for nursing home residents statewide.

All materials produced under this contract must strictly adhere to the accessibility standards required under the Americans with Disabilities Act (ADA), Title II Final Rule and Section 508 of the Rehabilitation Act, utilize plain language (minimum 6th grade reading level), and provide options for large print (minimum 18-point font).

The successful offeror shall execute the following tasks and submit the corresponding deliverables:

- **Deliverable 1: Implementation Plan and Project Timeline.** Provide a comprehensive written implementation plan and project timeline defining the Statewide nursing home resident council’s purpose, target participants, meeting frequency, communication protocols, and specific measures of success.
- **Deliverable 2: Accessibility and Participation Recommendations.** Develop written recommendations outlining strategies to accommodate residents with sensory, mobility, and cognitive challenges to ensure equitable participation across the State.
- **Deliverable 3: Recruitment and Outreach Toolkit.** Develop a recruitment and outreach toolkit, to include editable digital templates, print-ready PDF flyers, and plain-language outreach letters designed for nursing home leadership, residents, and families.
- **Deliverable 4: Meeting Model Materials.** Create standard meeting agendas, a step-by-step facilitation guide for ombudsman staff, resident-friendly ground rules, and a meeting evaluation form.

- **Deliverable 5: Ombudsman Training.** Deliver one 2-hour virtual interactive training session for up to 50 local ombudsman staff. This includes providing the session recording and slide deck to the State Program.
- **Deliverable 6: State Program Technical Assistance and Advocacy Guide.** Develop a written *Systemic Advocacy Integration Guide* instructing the State Program on how to respond to resident issues and integrate trends into Statewide advocacy. This deliverable also requires the successful offeror to conduct up to four 1-hour virtual technical assistance coaching sessions with the State Program to review and implement the Guide.

III. Minimum Qualifications (Mandatory Pass/Fail Requirements)

To ensure the successful offeror can meet the highly specialized needs of this project, the successful offeror must demonstrate the following objective qualifications. Failure to meet these requirements will result in disqualification:

1. At least **three years of documented experience** in long-term care advocacy, ombudsman program operations, or nursing home resident rights.
2. Proof of having designed, facilitated, or supported at least **two stakeholder or resident advocacy models/councils** within the last five years.
3. Comprehensive knowledge of Older Americans Act (OAA) technical assistance requirements, demonstrated through prior work experience or specialized education.
4. Submission of **two professional references** verifying past performance on a similar scope of work.

IV. Place of Work

Most work may be performed remotely. The successful offeror must be available for virtual meetings and occasional in-person meetings at local ombudsman offices, such as for in-person quarterly trainings.

V. Billing, State Acceptance, and Term of Contract

- **Contract; Term:** This procurement is conducted as a Small Procurement (Category II) in accordance with COMAR 21.05.07. The anticipated term of the contract resulting from this solicitation shall begin on or about January 1, 2027, and will expire on June 30, 2027. The Department will prepare a contract memorializing contractual duties and the applicable legal provisions and send it to the successful offeror.
- **State Review and Deliverable Acceptance Window:** MDOA shall have 10 business days following the receipt of any deliverable to review, provide feedback, or issue a formal written acceptance. If revisions are required, the Contractor shall make the requested changes and resubmit the deliverable within five business days.

- **Billing (Deliverable-Based):** The Contractor shall bill the Department upon successful completion, delivery, and formal State written acceptance of each deliverable outlined in Exhibit A.
- **Invoicing Requirements (COMAR 21.06.09):** An invoice not satisfying the requirements of a Proper Invoice (as defined in COMAR 21.06.09) will not be processed for payment. To be considered a Proper Invoice, invoices must include the Contractor's name and address, remittance address, federal employer's identification number (FEIN) or Social Security number, invoice date, invoice number, State-assigned Contract/Purchase Order (PO) number, and the fixed price amount due for the specific accepted deliverable.
- **Consultant Log / Timesheet Reporting:** Even though this is a Firm Fixed Price contract, the State requires a consultant log to track effort and ensure contract compliance. Every invoice must be accompanied by a consultant log signed by the Contractor detailing the names of staff who worked on the applicable deliverable, the tasks performed, and total hours worked on the corresponding deliverable during the billing period.
- **No Subcontracting:** The use of a subcontractor is **not permitted** for this procurement.

VI. Proposal Submission Information

- **Due Date:** Proposals are due by **Friday, October 16, 2026, before 3:00 PM local time.**
- **Submission Portal:** Proposals are to be submitted electronically through eMaryland Marketplace Advantage (eMMA). All proposals submitted shall be identified with the appropriate eMMA BPM#058847 and Solicitation # MDOA-SP-27-04.
- **Form of Proposal:**
 - A proposal must fully describe how the offeror will perform the scope of work and achieve the deliverables.
 - Indicate which staff will provide the required services and attach a copy of their resumes to prove minimum qualifications are met.
 - **Pricing:** Offerors must complete Exhibit A, providing a firm fixed price for each deliverable.
 - Proposals are limited to six pages in length (excluding attachments such as Exhibit A and resumes).
 - See Section VIII below regarding the Public Information Act notice with respect to proposals.
- **Required Forms:** The following forms must be reviewed, signed, and submitted via eMMA:
 - Exhibit A: Pricing Form
 - Attachment A: Bid/Proposal Affidavit
 - Attachment F: Bidder/Offeror Information Sheet
 - Attachment I: Conflict of Interest Affidavit
 - Attachment L: Reference Checks

- Updated W-9

VII. Award and Evaluation Criteria

A contract will be awarded to the responsible offeror, whose submission is responsive, and is the most advantageous offer to the State. Evaluation includes:

- Competitiveness and reasonableness of proposed deliverable pricing.
- Offeror's specific expertise in nursing home resident rights and Older Americans Act (OAA) laws.
- Quality and methodology of the proposed approach to building the resident council model.

VIII. Public Information Act Notice

Offerors shall give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide justification why such materials, upon request, should not be disclosed by the State under the Maryland Public Information Act, Sections 4-101 to 4-601 of the General Provisions Article of the Annotated Code of Maryland.

Offerors are advised that, upon request for this information from a third party, the Maryland Department of Aging is required to make an independent determination as to whether the information shall be divulged to the party. A blanket statement declaring the entire proposal confidential is not acceptable.

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EXHIBIT A: PRICING FORM

(DO NOT ALTER OR AMEND THIS FORM.)

eMMA Solicitation # / MDOA RFP#: BPM058847 / MDOA-SP-27-04 Statewide Nursing Home Resident Council Consultation

Offeror Name: _____

Instructions to Offeror: Please provide a Firm Fixed Price for each deliverable listed below. The price proposed for each deliverable must be fully loaded and inclusive of all direct labor, fringe benefits, overhead, routine travel (including travel to the required in-person quarterly trainings), materials, and profit. The State will only pay the Contractor upon successful completion and written acceptance of each specific deliverable.

Deliverable Description (see also Section II above)	Firm Fixed Price
Deliverable 1: Written implementation plan and project timeline	\$
Deliverable 2: Accessibility and participation recommendations	\$
Deliverable 3: Recruitment and outreach toolkit	\$
Deliverable 4: Standard meeting agendas, facilitation guide, resident-friendly ground rules, and a meeting evaluation form	\$
Deliverable 5: Delivery of a training session to local ombudsman staff, which includes providing a session recording and slide deck to the State Program	\$
Deliverable 6: Written Systemic Advocacy Integration Guide and technical assistance to the State Program	\$
Total Evaluated Proposal Price (Sum of Deliverables 1-6):	\$ _____

By signing below, the Offeror acknowledges that this is a Firm Fixed Price contract and that payment is strictly tied to the completion and acceptance of the deliverables listed above.

Authorized Signature: _____ **Date:** _____

Printed Name & Title: _____