



REQUEST FOR PROPOSALS (RFP): Baltimore City 988 Public Education Campaign RFP

Pre-Proposal Conference Held: Monday, November 24, 2025 | 12 p.m.

BHSB Facilitators:

Ashley Coston, Procurement Lead
Liselle Yorke, Program Lead

QUESTIONS AND ANSWERS

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Question 1

Appendices bullet one must carry general liability and professional liability insurance, including coverage. There's no place in surveys applied to upload proof of insurance. Is this required?

Answer: Yes, it is required, and there is space provided to upload each document request.

Question 2

There're several discrepancies between RFP and survey monkey application timeline budget. So, the city's confirmed that the RFP is an authoritative source when details of conflict and education should follow RFP language. The online application is these two sections not mentioned in RFP.

Answer: The RFP is an authoritative document, which will reflect the same on the document and survey monkey platform. I will review and make sure there are no errors in Survey Monkey. (The document provided same information)

Question 3

What demographics are represented among existing users?

Answer: The 988 Helpline is used across the city, but callers are not required to provide identifying information. As a result, there is no demographic data available from the calls or texts themselves. Some insights may emerge from future research on how people respond to outreach efforts, but based solely on call volume, we cannot determine which populations are using the service. In terms of gaps, the current approach has been a broad awareness campaign. Historically, our regional campaign also focused on individuals experiencing key mental health or substance use challenges, as well as youth, older adults and the LGBTQ+ community—groups that have shown a greater need for targeted attention.



Question 4

Resume or curriculum vitae for individuals/consultants working on this project." There is no place in the SM Apply application to upload resumes. Is this required with submission?

Answer: There is a place in Survey Monkey to submit all documentation. This is required for all proposals.

Question 5

The online application includes two sections not mentioned in the RFP: 1) Principles and Values, 2) Effectively Serving the Focus Population. Can the City provide instructions for what they would like to see in these two sections and how they are evaluated?

Answer: Please see the RFP for this project; all sections are listed and have descriptions of what information is requested for submissions.

Question 6

The requirement for an OHCQ site visit report appears to be designed for licensed behavioral health providers. Can the City confirm that an OHCQ site visit report is not required for this application, since this contract does not involve clinical service delivery?

Answer: Please see the RFP for this project; all sections are listed and have descriptions of what information is requested for submissions. All requirements are listed in the appendices.

Question 7

Can you confirm that the "Anticipated Service Term: February 1, 2026 – June 30, 2026" in the RFP would be considered year 1?

Answer: The fiscal year for the project is July 1, 2025- June 30, 2026. This project has a late start date but is expected to be renewed for the following fiscal year.

Question 8

We understand that one goal of the research is to identify the demographics of potential helpline users. Based on current usage, what demographics are represented among existing users, and are there any gaps you'd like to address?

Answer: As noted earlier, people who call, text or chat to the 988 Helpline are not required to identify themselves, hence we have no demographic data. Our regional campaign focused, in part, on older adults, youth and the LGBTQ+ community; the same groups should be considered for the Baltimore City campaign.



Question 9

Partners will play an important role in disseminating our message. Do you have an existing list of partners, or should our response include ways to identify partners and build relationships?

Answer: As the Local Behavioral Health Authority for Baltimore City, BHSB maintains a strong network of behavioral health providers and has established relationships through our community engagement teams. However, it's important to explore opportunities to broaden this pool of partners. Expanding partnerships and building new relationships will be critical to increasing awareness of the 988 Helpline and ensuring that information reaches diverse communities across the city.

Question 10

What languages do you typically translate materials into?

Answer: Our primary translation focus is Spanish, as it is the second most widely spoken language in the city. However, we are always looking for ways to reach additional audiences. If your research indicates a clear need and opportunity to translate materials into other languages, we would like to see those recommendations included in your proposal.

Question 11

Can you share who will evaluate the proposal (evaluators' organizations and positions)?

Answer: Our community partners are part of our established network, and they participate in the proposal review process. To do so, they must complete a review conference and disclose any conflicts of interest. These partners are responsible for conducting the reviews for each proposal.

Question 12

Pg 3 states that you have allocated "\$1.3 million in Year 1 for market research, campaign planning, and campaign activation." However, the Year 1 Scope of Service on page 5 doesn't include campaign activation. Is the assumption that the campaign plan, to be delivered by 3/31/26, will precisely allocate the funding, and respondents to this RFP should estimate a budget for campaign activation in our proposals?

Answer: Yes, you should estimate a budget for campaign activation in your proposal.

Question 13

Can you provide an editable budget template? (The example budget template on the contract website does not appear to be editable)

Answer: We will not provide a budget template; the budget template on BHSB's website should serve as a guide for your submission.



Question 14

Will BHSB accept professional reference letters from BHSB or City of Baltimore staff?

Answer: We will accept professional letters from BHSB and Baltimore City.

Question 15

The RFP requires bidders to provide highly confidential and private tax information in the appendix. What assurances can you provide that this data will be securely handled, stored and kept confidential?

Answer: When you upload documents to the Survey Market platform, they are stored securely. Access is restricted to a limited group, including myself as the procurement manager and the finance department. All materials remain confidential and are kept within your proposal packet. To date, we have not experienced any issues related to the privacy of sensitive documents, such as tax information.

Question 16

Since some companies that are not sole proprietors will not have an IRS 990 or a Schedule C, can other corporation types provide similar types of tax documents such as an 1120-S or a high-level balance statement?

Answer: You are required to submit the requested documents outlined in the RFP. If you do not have the requested documents, submit the tax documents that will outline your tax information.

Question 17

Will BHSB provide access to internal or partner data systems (e.g., call center analytics, prior campaign metrics, or hospital referral trends) to support evaluation and real-time campaign optimization?

Answer: A [public 988 data dashboard](#) and information from the [CALL 988 campaign](#) are available on the BHSB website. The selected vendor will also have access to additional call center data and metrics from prior campaigns. However, we do not have hospital referral trend data available to share.

Question 18

Are there any page limits or requirements for any part of the RFP response?

Answer: There are ample page limits on submissions in Survey Monkey.

Question 19

You mentioned an existing plan- who is currently providing and are they onboard with partnerships/sharing

Answer: The ongoing regional CALL 988 campaign will end on December 31, 2025. Information from the campaign, including details about focus groups and other activities conducted during its development, is available on the BHSB website. At this time, we are unable to confirm whether there will be



opportunities for partnerships or resource sharing after its conclusion, but we will follow up once we have more information. .

Question 20

Is there a vendor currently performing this work for BHSB? If so, could you identify that vendor?

Answer: The current regional CALL 988 campaign for Central Maryland will end on December 31, 2025. This RFP focuses on Baltimore City only.

Question 21

Will proposals from firms based in the Baltimore area receive any additional points? If so, how will local or regional presence factor into the evaluation criteria?

Answer: There are no additional points provided for locally based firms.

Question 22

Are there any incumbents for this project?

Answer: The current campaign, which concludes on December 31, 2025, was designed for regional outreach across Baltimore City, Baltimore County, Howard County, and Carroll County. This RFP will focus exclusively on Baltimore City.

Question 23

Do you prefer a firm-wide organizational chart or one that focuses just on the project team we're proposing?

Answer: We'll need a complete organizational chart of your entire firm, along with a breakdown of the specific team members who will be directly involved in this campaign.

Question 24

The campaign is to build on existing efforts. Can BHSB provide any high-level summaries or key takeaways from the prior outreach conducted by the Central Maryland Regional Crisis System?

Answer: Publicly-available information from the CALL 988 campaign is available on [the BHSB website](#). The selected vendor will have access to additional campaign insights.

Question 25

For the required Market Research and Message Testing Plan, what is the expected timeframe for the "mutually agreed-upon timeframe following contract execution" for its delivery?

Answer: The timeframe will be developed in collaboration with the selected vendor.



Question 26

Given the need to tailor campaign materials to targeted audiences, are there specific, high-priority target demographics or behaviors that BHSB has already identified that should be a primary focus?

Answer: As mentioned earlier, the previous regional campaign focused on several core groups, including individuals with more emergent behavioral health needs. This should remain a priority. Research also indicates that older adults require particular attention and support, as do youth. These groups should be key targets for this effort. That said, this must still be a citywide campaign to ensure that as many residents as possible are aware of the 988 Helpline. We also recommend reviewing other sources on 988 awareness and usage, such as the NAMI/IPSOS national poll. This can provide valuable insights into how 988 is perceived nationally, which you can pair with the research you'll be conducting at the Baltimore City level.

Question 27

The Comprehensive Campaign Plan requires a detailed budget for Fiscal Year 2027 to be submitted no later than March 31, 2026. Could BHSB clarify the start and end dates for Fiscal Year 2027 in this context?

Answer: Fiscal Year 2027 is July 1, 2026-June 30, 2027.

Question 28

The total funding available is \$1.3 million, with annual renewal options. Is this \$1.3 million allocated for the initial contract period (e.g., one year), and what is the anticipated duration of the initial contract?

Answer: The \$1.3 million is allocated for Year 1 (ending June 30, 2026). The initial contract also ends on June 30.

Question 29

For the Certificate of Good Standing from the Maryland Department of Assessments and Taxation, must it be a physical certificate, or will a digitally certified copy suffice, as long as it's not a screenshot?

Answer: A certified digital copy will be accepted; you will have space to upload all related documents. No screenshots will be accepted.

Question 30

Regarding the three professional reference letters, should the required marketing materials and project details be integrated into the letters themselves, or provided as separate attachments?

Answer: A certified digital copy will be accepted; you will have space to upload all related documents. No screenshots will be accepted.



Question 31

For applicants who do not have an independent auditor for a final Financial Audit package, what is the preferred format for the required unaudited Income Statement and Balance Sheet?

Answer: You will have to upload your financial audit package; it is prepared by an independent auditor as required.

Question 32

Regarding reference letters: if we've done business with BHSB and/or Baltimore City before, will you accept reference letters from these organizations?

Answer: Yes, as previously stated, reference letters from BHSB and/or Baltimore City will be accepted.

Question 33

Would you expect there to be additional funds for FY 2027 beyond the \$1.3M knowing some of those funds may rollover too and, if so, what amount do you anticipate that will be?

Answer: For FY27, we anticipate that approximately the same amount of funding will be available, in addition to any funds that may be rolled over.

Question 34

To clarify staffing, do you require one dedicated FTE with other staffing as needed, or is the goal to have all staff hours add up to 1 FTE?

Answer: We need one dedicated FTE with other staff.

Question 35

Will community feedback or advisory groups (e.g., youth advisory boards, community councils) be integrated into the campaign's message testing and development phases? We want to ensure that messaging resonates and reflects lived experience, particularly from underrepresented groups.

Answer: If you believe that approach is best, please include it in your proposal. As we mentioned, we see the need for broad awareness across the city, but we also recognize that certain groups may require tailored outreach. We'd like you to account for these considerations in the proposal you submit. Thank you all—we're very excited to move this initiative forward in Baltimore City and look forward to reviewing your thoughtful proposals on how we can successfully execute this campaign.

End of Questions and Answers