

**Notice to Bidders  
Lobbying Services  
Worcester County, Maryland**

The Worcester County Commissioners are seeking proposals from experienced and qualified firms with a proven track record to provide professional consultant services in advocacy and lobbying at the State and Federal level. The lobbying services shall include, but not be limited to the following: identifying grants and legislation of interest to the County, advocating, lobbying, and testifying on behalf of the County, developing legislation in support of the County, and working collaboratively with County staff. Sealed bids will be accepted until 1:30 PM, Monday, April 25, 2022, in the Office of the County Commissioners, Room 1103 - Worcester County Government Center, One West Market Street, Snow Hill, Maryland 21863, at which time they will be opened and publicly read aloud. Envelopes shall be marked "Lobbying Services Bid" in the lower left-hand corner. After opening, bids will be reviewed and submitted with recommendation to the County Commissioners for their consideration at a future meeting. In awarding the bid, the Commissioners reserve the right to reject any and all bids, waive formalities, informalities and technicalities therein, and to take whatever bid they determine to be in the best interest of the County. Questions and inquiries shall be addressed to Weston S. Young, Chief Administrative Officer, at [weston.young@co.worcester.md.us](mailto:weston.young@co.worcester.md.us).

# Worcester County, Maryland Lobbying Services Bid

## Introduction

The Worcester County Commissioners (“County”) are seeking sealed proposals to hire an experienced and qualified firm (“Offeror”) with a proven track record to provide professional consultant services in advocacy and lobbying at the State and Federal level.

## Background

Maryland’s Coast - Worcester County, the easternmost county in the state, encompasses 695 square miles from its northern borders with the Atlantic Ocean and Delaware to its southern borders with Virginia and Chesapeake Bay tributaries. As home to the Assateague Island Seashore and the municipalities of Berlin, Snow Hill, Pocomoke, and the resort town of Ocean City, the county’s year-round population of 53,000 swells to more than 350,000 annually from Memorial Day to Labor Day.

Worcester County is one of six Code Home Rule counties in Maryland. As a Code Home Rule County, the state has delegated most decision-making powers to the seven-member board of Worcester County Commissioners. Each Commissioner is elected from a single district to serve four-year terms (not staggered). The Commissioners act as the legislative and executive branches of government. They appoint a county administrator. Each of the four towns (Berlin, Ocean City, Pocomoke and Snow Hill) has an elected council and mayor with an appointed city manager.

In keeping with its motto “Citizens and Government Working Together,” Worcester County offers outstanding healthcare options, five branch libraries, museums, and public schools that are consistently ranked among the top academically performing schools in the state and nation. The County provides a wealth of public services, including public safety, development review and permitting, recreation and parks, environmental programs, solid waste management, recycling, economic development, and road maintenance, including snow removal.

## Scope of Work

The successful Offeror will handle a range of activities, including, but not limited to:

- A. Work closely with key staff to pursue, develop, and support the County’s legislative agenda.
- B. Assess the County’s needs and priorities for funding and develop short-term and multi-year strategies and action plans that provide for long-term gains.
- C. Identify useful and lucrative opportunities for the County relative to appropriations, grants, programs, etc., and secure earmarks in the appropriations process.
- D. Establish a strong identity and presence in Annapolis on behalf of the County.
- E. Assist the County with preparation of State Bond Bill appropriation requests for the County’s identified projects.

- F. Provide a focused effort in supporting the County's appropriation requests and legislative objectives at the State and Federal level.
- G. Review on a continuing basis all existing and proposed State policies, programs, and legislation. Identify those issues that may affect the County or its residents and regularly inform the County on these matters.
- H. Identify State legislation of interest to the County, monitor action on these initiatives, and advocate the County's interests when appropriate.
- I. Recommend courses of action to support, oppose, or amend pending legislation.
- J. Draft proposed legislation as needed.
- K. Testify and lobby before the State legislative committees as necessary on behalf of the County.
- L. Coordinate the delivery of copies and sign up for County testimony before the General Assembly as well as deliver written position statements as directed by the County.
- M. Coordinate meetings between appropriate County staff and State elected officials.
- N. Broaden, improve, and development relationships with key legislators, regulatory agencies, and other State and Federal agencies.
- O. Provide written monthly updates on the firm's achievements as they relate to the County's legislative agenda and other items of interest.
- P. Submit a written report that summarizes the status of the County's legislative agenda within ten (10) days of the closing of session.
- Q. Appear as needed at regularly scheduled County Commissioners' Meetings.
- R. Perform other tasks related to advocacy or lobbying on behalf of the County, as requested.

### **Contract Duration**

The contract shall have an initial term of 12 months with two (2) automatic term extensions of one (1) year each. Upon the expiration date of the initial term, the contract will be automatically extended and continue in force unless either party provides written notice to the other party no less than sixty (60) days prior to the termination date of the then existing term.

### **Proposal**

Proposals shall include these sections:

- I. Cover Letter – Include a cover letter which is prepared on official stationery and signed by an individual authorized to bind the Offeror to its Proposal. The letter shall introduce the Offeror to the County and include contact information for the individual to whom the County should direct any correspondence.
- II. Firm Profile – Include a firm profile, which shall include the following:
  - a. The type of operation, such as corporation, partnership, sole proprietorship, etc.
  - b. The number of years the firm has been in business
  - c. The number of employees employed by the firm
  - d. The type of services provided by the firm
- III. Experiences and Capabilities of the Firm – Describe the firm's experience in providing legislative advocacy services and with providing the same to other local government agencies. In addition, include a list of a minimum of four (4) current and/or past local government agencies for which the firm has provided legislative advocacy services. For each agency listed, include a description of the services provided and the name, business title, and contact information of a representative the County may contact as a reference.

- IV. Qualifications, Experience, and Capabilities of Key Staff – Identify all key staff persons that would be assigned to provide the services described in the Scope of Work. For each such staff person, describe their qualifications, experience and capabilities to provide the services. Include a resume for each staff person to include their education, professional experience, and length of time employed by the firm.
- V. Conflict of Interest Disclosure – Disclose any relationships that may be considered a conflict of interest or may raise a conflict of interest. Further, disclose any relationships that may have an impact upon the services provided.
- VI. Price – Include the price for the services.

**Selection Process:**

The County shall assign a committee comprised of personnel to review and evaluate all proposals. The committee will present these proposals to the Commissioners for consideration. The Commissioners reserve the right to request a presentation from any firm in order to substantiate its qualifications and/or abilities to perform the services.

**Award:**

The Commissioners reserve the right to reject any and all bids, waive formalities, informalities and technicalities therein, and to take whatever bid they determine to be in the best interest of the County.