



Robert P. Astorino
County Executive

Department of Social Services

Kevin McGuire
Commissioner

18886

To: Board of Acquisition and Contract
From: Kevin M. McGuire
Commissioner, Department of Social Services

Date: May 4, 2011

Re: Authority for the County of Westchester to enter into an agreement with Family Ties of Westchester, Inc. to provide a foster/adoptive parent marketing and recruitment program for the term May 1, 2011 through April 30, 2012 for an amount not to exceed \$119,016 to be paid pursuant to an approved budget and subject to appropriations

On November 29, 2010, the Westchester County Department of Social Services (the "Department") issued a Request for Proposals for "Marketing and Training of Foster/Adoptive Parents" ("RFP"). The Department received four proposals as follows:

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|---|-----------|
| 1. Family Ties of Westchester, Inc. | \$119,016 |
| 2. MDU, Inc. | \$151,475 |
| 3. Abbott House | \$355,013 |
| 4. Center for the Support of Families, Inc. | \$607,401 |

After evaluating these proposals, the Department determined that the proposal for foster/adoptive parent marketing and recruitment from Family Ties of Westchester, Inc. ("Family Ties") is the most cost effective and the agency meets the specified qualification criteria.

It is therefore recommended that your Honorable Board authorize the County to enter into an agreement with Family Ties to provide a foster/adoptive parent marketing and recruitment program for the term May 1, 2011 through April 30, 2012 for an amount not to exceed \$119,016 to be paid pursuant to an approved budget and subject to appropriations. The

County will have an option to renew the agreement for up to five (5) additional one-year periods upon the same terms and conditions, to be paid pursuant to approved budgets and subject to appropriations. Family Ties will subcontract with United Way of Westchester and Putnam to develop a comprehensive marketing program for recruitment which will include, but not be limited to paid advertising, developing, maintaining and mailing materials to community partners, and to operate a call center to screen for eligible candidates between the hours of 8:00 a.m. to 8:00 p.m. seven days per week, 365 days per year.

The **goals and objectives of this contract** are to increase the number of available foster and adoptive homes within the County. This agreement would serve the public purpose of increasing the pool of potential foster family homes for children in foster care enabling them to experience a nurturing home-like environment, thereby helping to reduce the trauma of removal from their families. The recruitment and marketing program would include print media advertising campaigns, community partnering, preparation and distribution of posters, flyers, and brochures, as well as the distribution of press releases and public service announcements to all appropriate media. Family Ties, through their subcontractor United Way, will also operate a call center to screen prospective foster adoptive parents, encourage and engage eligible persons responding to the marketing campaign to attend orientation.

The goals and objectives will be accomplished by using, but not limited to, a recruitment program which will include print media advertising campaigns, community partnering, preparation and distribution of posters, flyers, and brochures. The consultant will also facilitate attendance at orientations designed to inform, encourage, and engage eligible persons responding to the marketing campaign to apply to become foster and/or adoptive parents and attend subsequent training

The **goals and objectives are in the best interest of the County in terms of public health and public safety** in that this service helps the Department identify potential foster and adoptive parents who can care for vulnerable children who have been abused or neglected and cannot remain at home. The vendor screens the parents to ensure they can provide the State-mandated services and refers them on for more intensive training, home studies, and screening to ensure they are willing and capable of providing care for these children.

The **goals and objectives are in the best interest of the County in terms of fiscal responsibility** as the services provided by the program allows for the increased availability of foster and adoptive homes in a family foster setting thereby decreasing the need to place children in higher levels of care such as Residential Care. Reducing the number of children placed in Residential Care can result in substantial savings for the County and the taxpayers.

- **Family Foster Care cost annualized per child** - The cost of foster care in a family foster setting can range from \$19.26 to \$57.76 per day per child depending on the age and level of care provided. That translates into an annualized foster care cost from **\$7,029.90 to \$21,082.40 per child per year.**
- **Residential Foster Care cost annualized per child** - The cost of Residential foster care costs can range from \$50.22 up to \$562.00 per day per child. That translates into

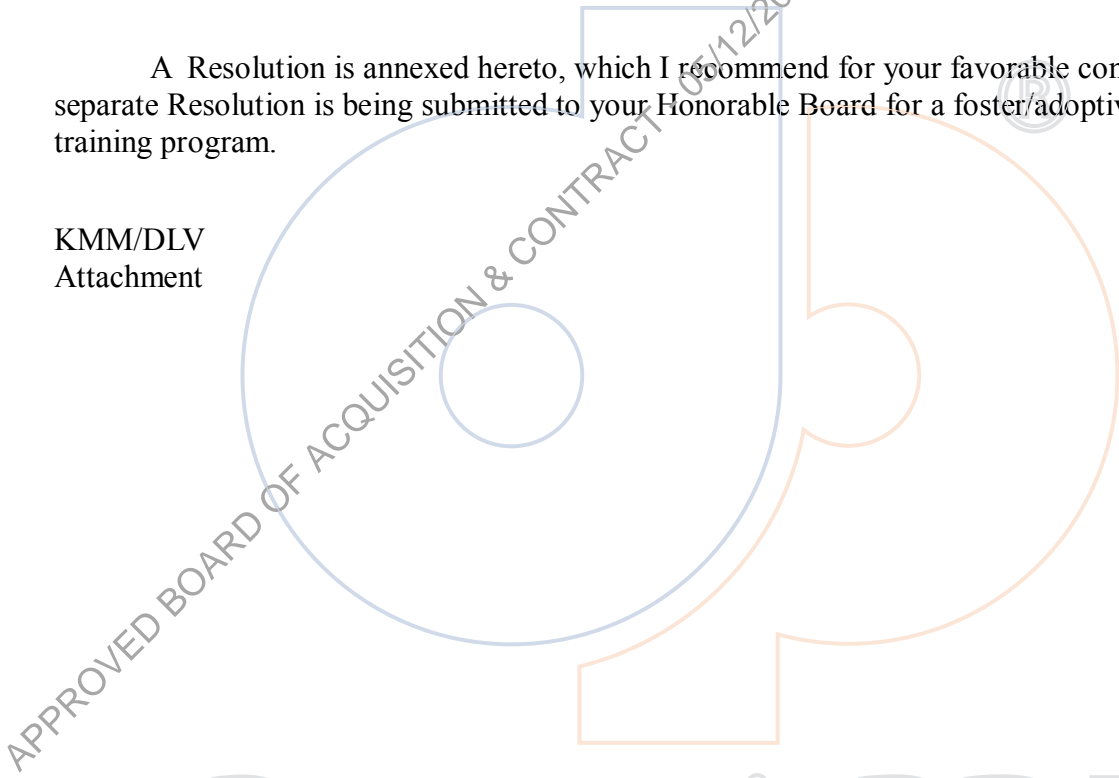
an annualized cost for residential care from **\$18,330.30 to \$205,130 per child per year.**

Additionally, as more adoptive homes become available and children are adopted, it reduces the costs associated with keeping children in foster care.

The goals and objectives as stated in the resolution will be tracked and monitored to evaluate success through the monitoring of established performance measures as stipulated in the contract, reviewing of periodic reports submitted by the vendor and making onsite visits.

A Resolution is annexed hereto, which I recommend for your favorable consideration. A separate Resolution is being submitted to your Honorable Board for a foster/adoptive parent training program.

KMM/DLV
Attachment



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RESOLUTION

Upon a communication from the Commissioner of Social Services, be it hereby

RESOLVED, that the County of Westchester is hereby authorized to enter into an agreement with Family Ties of Westchester, Inc. to provide a foster/adoptive parent marketing and recruitment program for the term May 1, 2011 through April 30, 2012 in an amount not to exceed \$119, 016 to be paid pursuant to an approved budget; and be it further

RESOLVED, that the County shall have an option to renew the agreement for up to five (5) additional one-year periods upon the same terms and conditions, to be paid pursuant to approved budgets and subject to appropriations; and be it further


RESOLVED, that the County may consent to the use of United Way of Westchester/ and Putnam as a subcontractor to develop a comprehensive marketing program for recruitment which will include, but not be limited to paid advertising, developing, maintaining and mailing materials to community partners, and to operate a call center to screen for eligible candidates; and be it further

RESOLVED, that the Agreement is subject to County appropriations; and be it further

RESOLVED, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget ("State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State budget and/or adoption of a State budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s) to conduct an analysis of the impact of any such budget(s) on County finances. After such analysis, the County shall retain the right to either terminate this Agreement, or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor

then the Contractor shall have the right to terminate the agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee is empowered to execute any and all documents necessary to effectuate the purposes hereof.

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars 
2011	101	22	8900	5880	----	\$79,344
2012	101	22	8900	5880	----	\$39,672

Budget Funding Year(s): 2011-12 Start Date: 05/01/11 End Date: 4/30/12
(must match resolution)

Funding Source Tax Dollars: 41%
State Aid: 36%
\$119,016 Federal Aid: 23%

(must match resolution)

Other:

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