

30243

**TO:** Board of Acquisition and Contract

**FROM:** Jay T. Pisco, P.E.  
Commissioner of Public Works and Transportation

**DATE:** November 5, 2012

**SUBJECT:** Authority to enter into an agreement with Korey Kay & Partners to design, develop and implement a Westchester County Bee-Line System “If You See Something, Say Something™” anti-terrorism bilingual multimedia public awareness campaign. (Agreement No. DOTCAPHS13-01)

**Consultant:** Korey Kay & Partners

**Agreement Amount:** \$433,164.00

---

Authority of your Honorable Board is requested to enter into an Agreement with Korey Kay & Partners to design, develop and implement a Westchester County Bee-Line System anti-terrorism public awareness campaign using the “If You See Something, Say Something™” slogan. This project is fully funded through a grant from the United States Department of Homeland Security. The project will involve the development of creative design, formulation of a bilingual multimedia plan and the purchase of media placement. Creative design will include a television ad, a radio ad, as well as print and outdoor display ads.

The intent of this agreement is to engage the services of Korey Kay & Partners to develop a public awareness anti-terrorism campaign that is appropriate for the Bee-Line system, using the “If You See Something, Say Something” slogan, in order to raise awareness of the potential threat of terrorism at bus stops and on board buses.

On June 14, 2012, your Honorable Board approved authority for the County of Westchester (the “County”) to enter into a License Agreement (“License”) with the Metropolitan Transportation Authority (“MTA”) to use the MTA’s trademarked anti-terrorism communications slogan, “If You See Something, Say Something™”.

On June 25, 2012, a Request for Proposals (“RFP”) was issued by the Department of Public Works and Transportation seeking qualified advertising firms to create and implement the Westchester County Bee-Line System “If You See Something, Say Something™” public awareness campaign. The RFP was mailed to three (3) consultants and posted on the County’s website. The RFP was also advertised in The Journal News and Pluma Libre newspapers. Responses to the RFP were received on July 27, 2012. The RFP process was conducted in compliance with Section 6 of the County’s Procurement Policy and in accordance with United States Department of Homeland Security procurement regulations.

Board of Acquisition and Contract  
Agreement No. DOTCAPHS13-01  
Korey Kay & Partners  
Westchester County Bee-Line System Public Awareness Campaign  
“If You See Something, Say Something™”  
Page 2

Based on the responses received and after careful consideration, an evaluation committee, consisting of representatives from the Westchester County Department of Public Works and Transportation and the County Executive’s Office, ranked the firm of Korey Kay & Partners as the number one firm suitable to undertake the public awareness campaign.

Korey Kay & Partners is the original creator of the “If You See Something, Say Something™” slogan. They possess a proven track record for the creation of powerful and successful media campaigns, and offer a superior understanding of the concept of anti-terrorism advertising and the need to tailor each anti-terrorism campaign to the particular population in which it is occurring. Korey Kay & Partners’ cost proposal of \$433,164.00 is consistent with the amount of Department of Homeland Security funding available for the public awareness campaign and represents the best possible contract for the County.

The public purpose of this agreement is to improve responses to potential acts of terrorism on Bee-Line buses and at bus stops, and thereby improve safety to Bee-Line passengers.

The goals and objectives are to encourage vigilance among bus passengers regarding reporting suspicious behavior and raise awareness among the public about potential acts of terrorism.

The agreement will be tracked and monitored by the Department of Public Works and Transportation, Transportation Division.

I recommend adoption of the attached proposed Resolution.

Attachment

# R E S O L U T I O N

Upon a communication from the Commissioner of the Department of Public Works and Transportation, be it hereby

**RESOLVED**, that approval is hereby granted for the County of Westchester (the "County") to enter into an agreement with the firm of Korey Kay & Partners, 130 Fifth Avenue, New York, New York 10011 (the "Consultant") to conduct an anti-terrorism bilingual multimedia public awareness campaign for the Westchester County Bee-Line System using the slogan, "If You See Something, Say Something™"; and be it further

**RESOLVED**, that for services rendered in accordance with the Consultant's proposal for this project, a total compensation of \$433,164.00 shall be provided, pursuant to an approved budget; and be it further

**RESOLVED**, that this agreement shall commence upon the Consultant's receipt of written notice from the Commissioner of Public Works and Transportation or his designee and that the completion date shall be September 30, 2013; and be it further

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

Agreement No. DOTCAPHS13-01

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	365	44	T004004S	6120		\$433,164.00

Budget Funding Year(s) 2012-2013      Start Date Upon Execution      End Date 09/30/2013  
 (must match resolution)

Funding Source	Tax Dollars	
	State Aid	
	Federal Aid	\$433,164.00
	Other	

\$433,164.00  
 (must match resolution)