



Robert P. Astorino
County Executive

Department of Social Services

Kevin M. McGuire
Commissioner

50710

DATE: January 26, 2016

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire
Commissioner

SUBJECT: Authority to enter into an agreement with Harrison Edwards, Inc. pursuant to which Harrison Edwards, Inc. will provide marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$100,000 pursuant to an approved budget.

Authority is hereby requested from your Honorable Board for the County of Westchester, acting by and through its Department of Social Services, Office of Workforce Development (the "Department"), on behalf of the Westchester Putnam Local Workforce Development Board (the "WDB"), to enter into an agreement with Harrison Edwards, Inc. ("Harrison Edwards") pursuant to which Harrison Edwards will provide marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018. In consideration for services to be rendered, Harrison Edwards shall be paid a total amount not to exceed \$100,000 pursuant to an approved budget (the "Agreement").

"Jobs Waiting" is a new, regional training program led by Westchester County and WDB. Funded through a \$9.8 million federal Ready-to-Work grant, the program provides specialized training and support in the healthcare industry for long-term unemployed individuals in the Hudson Valley region. Harrison Edwards will be responsible for planning, researching, and implementing media placements, coordinating public relations and web-based promotional activities to promote this initiative

The Agreement will serve a public purpose by marketing and promoting the Ready to Work-Jobs Waiting program to residents of the Hudson Valley area which will

increase the number of enrollees in the program which in turn will lead to more unemployed individuals finding employment and relying less on government assistance.

The goals and objectives of this program will be to help long term unemployed individuals find employment and become less reliant on government services.

The goals and objectives of this program are in the best interests of the County in terms of assisting County residents find employment and become less reliant on County services because this program will assist them in becoming financially independent.

The goals and objectives will be tracked and monitored by Workforce Development Board staff.

The Department has complied with sections 6 and 13 of the Westchester County Procurement Policy. On December 29, 2015, the Department issued an RFP seeking proposals from qualified advertising and/or public relations firms to provide planning, research and implementation of media placements, coordination of public relations and web-based promotional activities in connection with the County's Ready to – Work ("Jobs Waiting). The RFP was posted on the County and One Stop websites, was advertised in the Journal News and was emailed to various One Stop partners. As a result of these efforts, six (6) agencies submitted proposals. These proposals were rated by the review committee based on evaluation criteria set forth in the RFP as set forth below:

Proposers	Rater 1	Rater 2	Rater 3	Average Score	Total Cost
Arch Street Communications, Inc	94	91	100	95	\$250,804
Co-Communications, Inc.	94	90	95	93	\$195,000
Focus Media	93	60	90	81	\$167,500
Harrison Edwards	95	95	95	95	\$100,000
Keyin Martin, MPR	94	91	73	86	\$269,866
Nadine Hunt-Robinson	93	100	57	83	\$239,246

The review committee recommended that the contract be awarded to Harrison Edwards since their proposal covers the needs of the program and was the least expensive.

Accordingly, I most respectfully recommend the adoption of the annexed Resolution.

KMM/AT/jpg

RESOLUTION

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

RESOLVED, that the County of Westchester, acting by and through its Department of Social Services, Office of Workforce Development, on behalf of the Westchester Putnam Local Workforce Development Board, is hereby authorized to enter into an agreement with Harrison Edwards, Inc. pursuant to which Harrison Edwards, Inc. will provide marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total amount not to exceed \$100,000, pursuant to an approved budget.

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to execute any documents and take any actions reasonably necessary and appropriate to effectuate the purposes of this Resolution.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
275	22	559P	7350	T559	\$100,000

Budget Funding Year(s): 2016 Start Date: 1-15-2016 End Date: 10-31-2018
(must match resolution)

Funding Source
\$100,000
(must match resolution)

Tax Dollars:
State Aid:
Federal Aid: 100%
Other: