

**53989**

DATE: December 20, 2016

TO: Board of Acquisition and Contract

FROM: John B. McCaffrey, Chief Information Officer  
Department of Information Technology

RE: AUTHORITY TO ENTER INTO AN AGREEMENT (IT-1408) WITH SHARC CREATIVE, INC. FOR MESSAGING ON HOLD SERVICES ON ALL COUNTY TELEPHONES, FOR THE PERIOD FROM MAY 1, 2017 THROUGH APRIL 30, 2020, FOR AN AMOUNT NOT TO EXCEED \$4,500.00.

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Authority is requested for the County of Westchester (the "County") to enter into an agreement (IT-1408) with Sharc Creative, Inc. ("Sharc"), pursuant to which Sharc will provide the County with messaging on hold services on all County telephones (the "Services"), for the period from May 1, 2017 through April 30, 2020, for an amount not to exceed \$4,500.00, payable pursuant to an approved budget.

In accordance with Section 5 of the County's Procurement Policy, the County solicited quotations from vendors that customarily provide such services. In response, the County received three (3) quotations. The quotation from Sharc did not have the lowest net cost, but was nevertheless determined to be the most advantageous offer, in accordance with Section 5(c) of the County's Procurement Policy. This determination was made based upon two factors.

First, receiving the Services from Sharc will not require the County to expend the time or resources associated with coordinating and configuring a new system and new equipment for the Services. When factoring in the costs associated with the coordination and configuration of a new system for the Services, the quotation from Sharc had, in effect, the lowest net cost of the quotations received.

Second, Sharc has been satisfactorily providing the Services since 2011. Helpful, informative on-hold messages have been successfully written, produced, recorded, and remotely loaded onto Sharc boxes that are installed on the County's telecommunication switches, and thereby communicated to the public during 'on hold' periods for which there otherwise would have been silence. Therefore, it does not appear to the County to be advantageous to select a different vendor and thereby incur the additional costs that are described above.

The proposed agreement will serve a public purpose by providing the public with helpful, informative on-hold messages about County news, events, programs, and services, and thereby increase public awareness of such things.

The goal and objective of the proposed agreement is to provide the public with helpful,

informative on-hold messages about County news, events, programs, and services, and thereby increase public awareness of such things.

The goal and objective of the proposed agreement is in the best interests of the County in terms of fiscal responsibility, as the Services allow the County to efficiently and cost-effectively increase public awareness of County news, events, programs, and services.

The goal and objective of the proposed agreement will be tracked and monitored by the staff of the Department of Information Technology.

I respectfully recommend the adoption of the attached Resolution.

JBM/SF/bdm/nn

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/12/2017 - LISA WRIJUNTA SECRETARY

**RESOLUTION**

UPON A COMMUNICATION FROM THE CHIEF INFORMATION OFFICER,  
DEPARTMENT OF INFORMATION TECHNOLOGY, BE IT HEREBY

**RESOLVED**, that the County of Westchester (“the County”) is hereby authorized to enter into an agreement (IT-1408) with Sharc Creative, Inc. (“Sharc”), pursuant to which Sharc will provide the County with messaging on hold services on all County telephones, for the period from May 1, 2017 through April 30, 2020, for an amount not to exceed \$4,500.00, payable pursuant to an approved budget; and be it further

**RESOLVED**, that this 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 (the “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 the 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 impacts of any such State Budget 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 this Agreement upon reasonable prior written notice; and be it further

**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.

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Agreement IT-1408  
Account to be Charged/Credited:

Year	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
2017	101	16	6600	4070		\$1,500
2018	101	16	6600	4070		\$1,500
2019	101	16	6600	4070		\$1,500

Budget Funding Year(s): 2017-2019 Start Date: May 1, 2017 End Date: April 30, 2020

Funding Source: Tax Dollars: \$4,500.00  
State Aid: \_\_\_\_\_  
\$4,500.00 Federal Aid: \_\_\_\_\_  
(must match resolution) Other: \_\_\_\_\_

VENDOR QUOTATIONS

1. **Sharc Creative, Inc.**  
12 Cambridge Street  
Valhalla, New York, 10595  
4 updates/yr  
\$4,500 for 3 years
  
2. **On Hold Marketing**  
2720 Enterprise Parkway  
Suite 110  
Richmond, VA 23294  
4 updates/yr  
\$3,744 for 3 years
  
3. **The Original On Hold Inc.**  
1440 Coral Ridge Drive  
Suite 277  
Coral Ridge, FL 33071  
4 updates/yr  
\$6,012 for 3 years

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/12/2017 - LISA MRIJAJ, SECRETARY