



George Latimer
County Executive

Department of Social Services

Kevin M. McGuire
Commissioner

63356

DATE: May 23, 2018

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire
Commissioner

SUBJECT: Authority to amend an agreement with Harrison Edwards, Inc., as previously amended, for the provision of 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 \$558,351 pursuant to an approved budget, by extending the term thereof through June 30, 2020.

By resolution approved on March 3, 2016, your Honorable Board authorized 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 agreed to provide marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative ("RTW") for the period from January 15, 2016 through October 31, 2018 for an amount not to exceed \$100,000 pursuant to an approved budget (the "Agreement"). The Agreement was subsequently executed.

Thereafter, by resolution approved on May 5, 2016, your Honorable Board authorized the County to amend the Agreement in order to 1) expand the scope of services thereunder to include additional advertising placement and advertising production services during the first year of the contract; and 2) increase the not-to-exceed amount thereunder by an additional \$158,351, from an amount not-to-exceed \$100,000, to an amount not-to-exceed \$258,351, to reimburse Harrison Edwards for the cost of such additional services (the "First Amendment"). The First Amendment was subsequently executed.

Thereafter, by resolution approved on March 30, 2017, your Honorable Board authorized the County to further amend the Agreement in order to 1) expand the scope of services to include a) professional consulting services in connection with the promotion and

marketing of the TechHire initiative, b) advertising placement services in connection with the TechHire initiative, and c) additional advertising placement services under the RTW initiative; and 2) increase the total amount not-to-exceed thereunder by an additional \$300,000, comprised of an amount not-to-exceed \$100,000 for professional consulting services in connection with the TechHire initiative, \$50,000 to purchase advertising placement for TechHire, and \$150,000 to purchase additional advertising placement for RTW, thereby increasing the total aggregate amount under the Agreement, as amended, to an amount not-to-exceed \$558,351 (the "Second Amendment"). The Second Amendment was subsequently executed.

The parties now desire to further amend the Agreement for the limited purpose of extending the term thereof through June 30, 2020 in order to coincide with the expiration date of the TechHire Grant, the proceeds of which are being used to fund this initiative. Accordingly, authority is requested to amend the Agreement with Harrison Edwards, as previously amended, for the provision of 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 \$558,351, pursuant to an approved budget, by extending the term thereof through June 30, 2020.

Except as specifically amended hereby, all remaining terms and conditions of the Agreement, as previously amended, shall remain in full force and effect.

The Agreement will serve a public purpose by marketing and promoting both the RTW and TechHire programs to residents of the Hudson Valley area which will increase the number of enrollees in the programs 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 in finding employment which will enable them to 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.

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

KMM/TK/AT/jpg
Attachment

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 amend an agreement with Harrison Edwards, Inc., as previously amended, for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative ("RTW") for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$558,351, pursuant to an approved budget (the "Agreement"), by extending the term of the Agreement through June 30, 2020, to coincide with the expiration date of the TechHire Grant; and be it further

RESOLVED, that except as specifically amended hereby, all remaining terms and conditions of the Agreement, as previously amended, shall remain in full force and effect; 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.

Original Agreement:	\$100,000
First Amendment:	\$158,351
Second Amendment:	\$300,000
This Amendment	<u>\$0</u>
Total:	\$558,351

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
N/A	N/A	N/A	N/A	N/A	N/A

Budget Funding Year(s):N/A Start Date: 01-15-2016 End Date: 06-30-2020
(must match resolution)

Funding Source

\$N/A

(must match resolution)

Tax Dollars: N/A
State Aid: N/A
Federal Aid: N/A
Other: