



George Latimer
County Executive

87526

Date: September 10, 2021

To: The Honorable Board of Acquisition and Contract

From: George Latimer
County Executive

Re: Resolution to exempt from the Westchester County Procurement Policy an amendment to an agreement with Co-Communications, Inc. to implement additional recommendations from BJH Advisors pertaining to business attraction and attracting new residents for the period from January 1, 2021 through December 31, 2021, in an amount not-to-exceed \$763,500.00, in order to expand the scope of work to include messaging and marketing for the local rollout of the New York State rental assistance program for landlords and tenants, and increase the not to exceed amount of the agreement by an additional \$175,000.00 to an amount not to exceed \$938,500.00 payable pursuant to an approved budget.

Pursuant to a separate Resolution, the County of Westchester is requesting approval from your Honorable Board to amend an agreement with Co-Communications, Inc. to implement additional recommendations from BJH Advisors pertaining to business attraction and attracting new residents for the period from January 1, 2021 through December 31, 2021, in an amount not-to-exceed \$763,500.00, in order to expand the scope of work to include messaging and marketing for the local rollout of the New York State rental assistance program for landlords and tenants, and increase the not to exceed amount of the agreement by an additional \$175,000.00 to an amount not to exceed \$938,500.00 payable pursuant to an approved budget.

Co-Communication is uniquely qualified for this role because of their experience in promoting County and State programs to the public. They have worked with Westchester County before to promote assistance programs to the public leading to successful campaigns with more use by the public.

Pursuant to Section 3(a)xxi thereof, the Westchester County Procurement Policy is not applicable to any procurement for which your Honorable Board determines, by Resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interest of the County. It is proposed that the County's interest would be served by exempting the procurement of this amendment from the County Procurement Policy. A Resolution to exempt this procurement is submitted for your consideration.

As I believe this amendment to be in the best interests of the County, I most respectfully recommend and urge the adoption of the annexed Resolution.

GL/BG/DLV/dv

APPROVED BOARD OF ACQUISITION & CONTRACT - 09/23/2021 - RAYMOND SUDKY, SECRETARY

RESOLUTION

Upon a communication from the County Executive, be it hereby:

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting proposals, is neither cost effective nor expedient, and accordingly, not in the best interest of the County in connection with the procurement of an amendment to an agreement with Co-Communications, Inc. to implement additional recommendations from BJH Advisors pertaining to business attraction and attracting new residents for the period from January 1, 2021 through December 31, 2021, in an amount not-to-exceed \$763,500.00, in order to expand the scope of work to include messaging and marketing for the local rollout of the New York State rental assistance program for landlords and tenants, and increase the not to exceed amount of the agreement by an additional \$175,000.00 to an amount not to exceed \$938,500.00 payable pursuant to an approved budget.

APPROVED BOARD OF ACQUISITION & CONTRACTS 05/23/2021 RAYMOND SCUKY, SECRETARY