

Robert P. Astorino
County Executive

Department of Social Services

Grant E. Mitchell, MD
Acting Commissioner

15997

Date: December 8, 2010

TO: Board of Acquisition and Contract

FROM: Grant E. Mitchell, MD, Acting Commissioner
Department of Social Services

SUBJECT: Authority to amend an agreement with Harquin Creative Group, as previously amended, pursuant to which Harquin Creative Group agreed to design and create a marketing and promotional plan , including creation of a website, to effectively market and promote One Stop Employment Services to businesses and job seekers in the Westchester/Putnam local workforce investment area for the period September 1, 2009 through June 30, 2010 in an amount not-to-exceed \$78,000 by 1) increasing the total not-to-exceed amount by \$19,700 from an amount not to exceed \$78,000 to a new total not-to-exceed amount of \$97,700; and 2) extending the term of the Agreement from June 30, 2010 to April 30, 2011

By resolution approved on October 1, 2009, your Honorable Board authorized the County of Westchester (‘the County’), acting by and through the Department of Social Services, Office of Workforce Investment (the ‘Department’) on behalf of the Westchester Putnam Local Workforce Investment Board (the ‘WPWIB’) to enter into an agreement (the ‘Agreement’) with Harquin Creative Group (‘Harquin’) to design and create a marketing and promotional plan to help the Department effectively market and promote One Stop Employment Services to businesses and job seekers in the Westchester/Putnam local workforce investment area, for an term commencing on September 1, 2009 and continuing through June 30, 2010 for an amount not to exceed \$40,000 pursuant to an approved budget. The Agreement was subsequently executed.

Thereafter, by resolution approved on April 15, 2010, your Honorable Board authorized the County to amend the Agreement (the ‘First Amendment’) in order to increase the not-to-exceed amount by an additional \$38,000, from \$40,000 to \$78,000 to enable Harquin to develop

an easily accessible and user-friendly website for the One Stop employment system. The First Amendment was subsequently executed.

The parties now seek to further amend the Agreement by 1) increasing the total not-to-exceed amount by an additional \$19,700, from \$78,000 to \$97,700; and 2) extending the term of the Agreement through April 30, 2011, to enable Harquin to continue to host the website on their server, as well as to add enhanced features and functions not currently available on the site. Accordingly, attached for your consideration is a resolution which, if approved by your Honorable Board, would authorize the County to amend the aforesaid Agreement by 1) increasing the total not-to-exceed amount authorized thereunder by an additional Nineteen Thousand, Seven Hundred (\$19,700) Dollars from Seventy Eight Thousand (\$78,000) Dollars to a new total not-to-exceed amount of Ninety Seven Thousand Seven Hundred (\$97,700) Dollars, and 2) extending the end date from June 30, 2010 to April 30, 2011, to enable Harquin to continue to host the website on their server, as well as to add enhanced features and functions not currently available on the site, as more particularly described below:

1) Ongoing Website Management & training

- Meet with One-Stop staff once a month
- Help coordinate population of site with copy and images
- Optimize the entire site with key words and page titles
- Ongoing creation of polls and compilation of results
- Report on site stats and traffic.

2) Website Functionality Extension

- Limited admin access per user
- Add a field to the job-seeker profile manager to enable the Caseworker to search through job-seekers using their name as a search criterion. New design of Homepage
- Admin capability to monitor job postings
- Establish mandatory fields in the employee and employer profiles
- Event/calendar module to manage workshop registrations
- Post all workshops for the month
- Ability to set a maximum capacity for each workshop
- Create a waiting list that operates in real time and bumps up a registrant if there is a cancellation
- Ability to export all registrants to a excel or csv file.
- Sends an automated notice to each registrant.

3) Ongoing Hosting

The services provided pursuant to this Agreement will serve a **public purpose** by helping the County to promote the services of the One Stop Employment System to more residents and businesses in an effort to help jobs seekers better prepare for the workforce and for businesses to access a wide variety of workforce talent and resources. Harquin has met all the performance measurements in the contract.

The goals and objectives are in the best interest of the County in terms of fiscal responsibility because increasing the awareness of the services we offer will attract more business and job opportunities which will, in turn, help to retain workers in the county and the region and will assist employers in creating new jobs to be filled by county residents.

The goals and objectives will be tracked and monitored via the products required under this contract, reports submitted by Harquin, as well as by staff review and reports on the project.

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

Authority to exempt this Agreement from the requirements of the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof, has been granted by your Honorable Board in accordance with a separate resolution of even date herewith.

Accordingly, I most respectfully recommend approval of attached Resolution.

APPROVED BOARD OF ACQUISITION & CONTRACT - 12-30-2010 - JOMARY VIEIRA, SECRETARY

RESOLUTION

Upon a communication from the Acting Commissioner of the Westchester County Department of Social Services is it hereby

RESOLVED, that the County of Westchester, acting by and through its Department of Social Services (the “Department”), acting on behalf of the Westchester-Putnam Local Workforce Investment Board (“WPWIB”), is hereby authorized to amend the agreement (the “Agreement”) with Harquin Creative Group (“Harquin”), as previously amended, pursuant to which Harquin agreed to design and create a marketing and promotional plan, including creation of a website, to effectively market and promote One Stop Employment Services to businesses and job seekers in the Westchester/Putnam local workforce investment area, for the period September 1, 2009 through June 30, 2010 in an amount not-to-exceed \$78,000 by 1) increasing the total amount not-to-exceed by \$19,700, from a total amount not to exceed of \$78,000 to a new total not-to-exceed amount of \$97,700; and 2) extending the end date of the Agreement from June 30, 2010 to April 30, 2011, to enable Harquin to continue to host the website on their server, as well as to add enhanced features and functions not currently available on the site; and be it further

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

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

Original Amount: \$40,000
 First Amendment : \$38,000
 This Amendment: \$19,700
 Total \$97,700

| | Fund | Dept | Major Program, Program & Phase Or Unit | Object/ Sub-Object | Trust Account | Dollars |
|--|------|------|--|--------------------|---------------|----------|
| | 275 | 22 | 403J | 4531 | T403 | \$19,700 |
| | | | | | | |

Budget Funding Year(s): 2009 Start Date: 09/1/2009 End Date: 04/30/11

(must match resolution)

Tax Dollars: N/A

Funding Source

State Aid: N/A

\$19,700

Federal Aid: 100%

(must match resolution)

Other: