



Robert P. Astorino
County Executive

Department of Social Services

Kevin M. McGuire
Commissioner

18439

DATE: April 4, 2011

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire, Commissioner
Department of Social Services

SUBJECT: Authority to amend an agreement with Harquin Creative Group 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 April 30, 2011 in an amount not-to-exceed \$97,700 by extending the end date of the Agreement from April 30, 2011 to June 30, 2011 at no additional cost to the County

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 a term commencing on September 1, 2009 and continuing through June 30, 2010 for an amount not to exceed \$40,000 to be paid 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.

Through resolution approved on December 30, 2010, your Honorable Board authorized the County to further amend the aforesaid agreement with Harquin Creative Group 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 (the "Second Amendment"). The Second Amendment was subsequently executed.

Authority is now respectfully requested to further amend the agreement with Harquin by extending the end date of the Agreement from April 30, 2011 to June 30, 2011 at no additional cost to the County. The extension will give Harquin more time to complete updating the new functions of the website and continue to host the website on the Harquin's server. Harquin has agreed to provide the following:

- 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 names 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 an 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.

The goals and objectives are in the best interest of the County in terms of fiscal responsibility as the program under this contract would help the Department to effectively market and promote One Stop employment services to businesses and job seekers in the Westchester/Putnam local workforce investment area which will in turn attract more businesses and improve the job opportunities in the region.

The goals and objectives will be tracked and monitored via the products acquired under this contract, reports submitted by Harquin and through staff review and reports on the project. Harquin has met all the performance measurements in the contract.

Except as specifically amended hereby, all remaining terms and conditions of the original Agreement as amended 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 was granted by your Honorable Board through a resolution approved on December 30, 2010.

Accordingly, I most respectfully recommend approval of attached Resolution

APPROVED BOARD OF ACQUISITION & CONTRACT - 5-5-2011 - JOMARY VIEIRA, SECRETARY



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RESOLUTION

Upon a communication from the Commissioner of the Westchester County Department of Social Services, be 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 further amend the agreement (the “Agreement”) with Harquin Creative Group (“Harquin”), 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 from September 1, 2009 through April 30, 2011 in an amount not-to-exceed \$97,700 by extending the end date of the Agreement from April 30, 2011 to June 30, 2011 at no additional cost to the County; and be it further

RESOLVED, that except as specifically amended hereby, all remaining terms and conditions of the original Agreement as amended 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 Contract Amount:	\$40,000
First Amendment:	\$38,000
Second Amendment:	\$19,700
This Amendment:	<u>-0-</u>
Total	\$97,700

Account to be Credited/
Charged

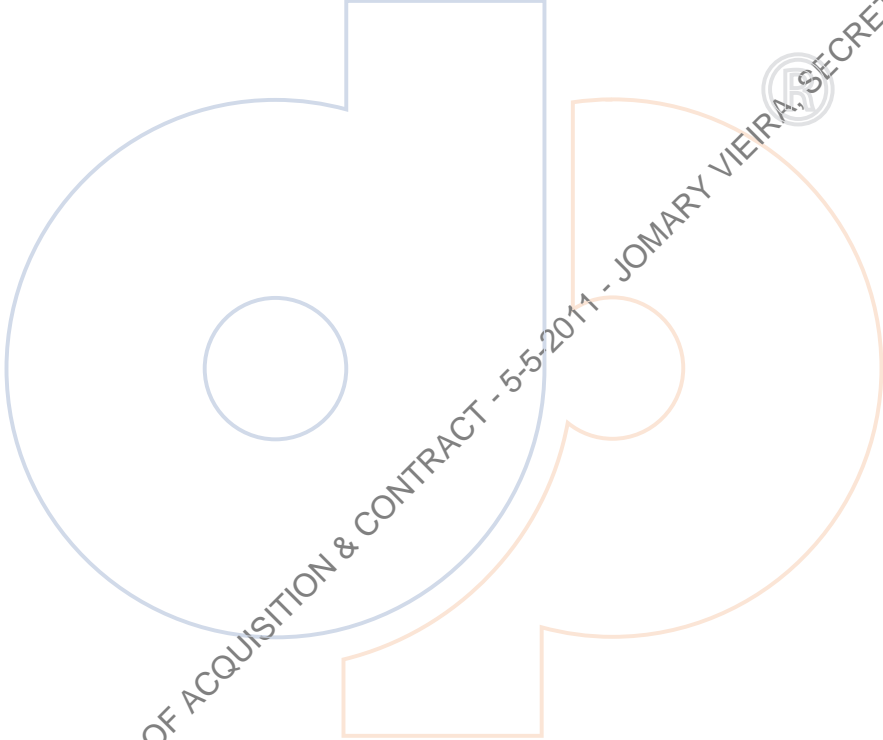
	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	N/A	N/A	N/A	N/A	N/A	N/A

Budget Funding Year(s):N/A Start Date: N/A End Date: 06/30/11.

(must match resolution)

	Tax Dollars: N/A
Funding Source	State Aid: N/A
\$N/A	Federal Aid: N/A
(must match resolution)	Other:

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