



Robert P. Astorino  
County Executive

Department of Social Services

Kevin McGuire  
Commissioner

**26140**

Date: March 13, 2012

To: Board of Acquisition and Contract

From: Kevin M. McGuire  
Commissioner of Social Services

Re: Authority for the County of Westchester to exercise its first option under the agreement with Family Ties of Westchester, Inc. to provide a foster/adoptive parent marketing and recruitment program by extending the contract for one (1) additional year commencing May 1, 2012 and terminating April 30, 2013 for an amount not to exceed \$119,016 to be paid pursuant to an approved budget and subject to appropriation

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Pursuant to a Request for Proposals ("RFP") issued on November 29, 2010 and a Resolution approved by your Honorable Board on May 12, 2011, your Honorable Board authorized the County to enter into an agreement with Family Ties of Westchester, Inc. to provide a foster/adoptive parent marketing and recruitment program for the term May 1, 2011 through April 30, 2012 for an amount not to exceed \$119,016 with the County having the option to renew the agreement for up to five (5) additional one-year periods upon the same terms and conditions, to be paid pursuant to approved budgets and subject to appropriations. The agreement was subsequently executed.

Authority is now requested for the County of Westchester to exercise the first option to renew the agreement with Family Ties of Westchester, Inc. to provide a foster/adoptive parent marketing and recruitment program by extending the agreement for one (1) additional year for the term May 1, 2012 through April 30, 2013 in an amount not to exceed \$119,016 to be paid pursuant to an approved budget and subject to appropriations.

Family Ties will again subcontract with United Way of Westchester and Putnam to develop a comprehensive marketing program for recruitment which will include, but not limited to, paid advertising, developing, maintaining and mailing materials to community

partners and operating a call center to screen prospective foster adoptive parents between the hours of 8:00 a.m. to 8:00 p.m. seven days per week, 365 days per year.

The **goals and objectives of this contract** are to increase the number of available foster and adoptive homes within the County. This agreement would serve the public purpose by increasing the pool of potential foster family homes for children in foster care enabling them to experience a nurturing home-like environment, thereby helping to reduce the trauma of removal from their families. The recruitment and marketing program would include print media advertising campaigns, community partnering, preparation and distribution of posters, flyers, and brochures, as well as the distribution of press releases and public service announcements to all appropriate media. Family Ties, through their subcontractor United Way, will also operate a call center to screen prospective foster adoptive parents and encourage eligible persons responding to the marketing campaign to become foster and/or adoptive parents and attend subsequent trainings.

**The goals and objectives are in the best interest of the County in terms of public health and public safety** in that this program helps the Department identify potential foster and adoptive parents who can care for vulnerable children who have been abused or neglected and cannot remain at home. The vendor screens the parents to ensure they can provide the State-mandated services and recommends more intensive training, home studies, and screening to ensure they are willing and capable of providing care for these children.

**The goals and objectives are in the best interest of the County in terms of fiscal responsibility** as the services provided by the program allows for the increased availability of foster and adoptive homes in a family foster setting thereby decreasing the need to place children in higher levels of care such as Residential Care. Reducing the number of children placed in Residential Care can result in substantial savings for the County and the taxpayers. Additionally, as more adoptive homes become available and children are adopted, it reduces the costs associated with keeping children in foster care.

**The goals and objectives as stated in the resolution will be tracked and monitored** to evaluate the success through the monitoring of established performance measures as stipulated in the contract, reviewing of periodic reports submitted by the vendor and making onsite visits.

As of this date, the vendor has attained 79% of the PMI regarding scheduling potential foster/adoptive parents for orientation, 65% of the PMI regarding generating inquiries regarding foster care and adoption, and 62% of the PMI regarding the number of potential foster/adoptive parents actually attending an orientation session. These achievements were accomplished despite the fact that the first month of this contract was inactive pending contract execution and was followed by a start-up phase with this new vendor. It is anticipated that with the implementation of new strategies, along with on-going monitoring, the program will be able to accomplish the PMIs in the upcoming contract year to its full extension.

Except as specifically amended hereby, all other terms and conditions of the original agreement shall remain in full force and effect.

A Resolution is annexed hereto, which I recommend for your favorable consideration.

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/03/2012 - JOMARY VIEIRA, SECRETARY

## RESOLUTION

Upon a communication from the Commissioner of Social Services, be it hereby

**RESOLVED**, that the County of Westchester, acting through its Department of Social Services, is hereby authorized to exercise its first option to renew an agreement with Family Ties of Westchester, Inc. for the provision of a foster/adoptive parent marketing and recruitment program by extending the agreement for one additional year for the term May 1, 2012 through April 30, 2013 in an amount not to exceed \$119, 016 to be paid pursuant to an approved budget; and be it further

**RESOLVED**, that the County shall have an option to renew the agreement for up to four (4) additional one-year periods upon the same terms and conditions, to be paid pursuant to approved budgets and subject to appropriations; and be it further

**RESOLVED**, that the County may consent to the use of United Way of Westchester and Putnam as a subcontractor to develop a comprehensive marketing program for recruitment which will include, but not limited to, paid advertising, developing, maintaining and mailing materials to community partners, and to operate a call center to screen prospective foster adoptive parents ; and be it further

**RESOLVED**, that the 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 ("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 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 impact of any such budget(s) 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 the agreement upon reasonable prior written notice; and be it further

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

**RESOLVED**, that the County Executive or his authorized designee is empowered to execute any and all documents necessary to effectuate the purposes hereof.

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
2012	101	22	8900	5880	-----	\$79,344
2013	101	22	8900	5880	-----	\$39,672

Budget Funding Year(s):2012-13 Start Date: 05/01/12 End Date: 4/30/13  
 (must match resolution)

Funding Source

Tax Dollars: 25%

State Aid: 47%

**\$119,016**

Federal Aid: 28%

(must match resolution)

Other:

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/03/2012 - JOMARY NEIRA, SECRETARY