

29545

September 28, 2012

TO: Board of Acquisition and Contract

FROM: George N. Longworth  
Commissioner-Sheriff

RE: Authority to enter into an agreement with Amsterland, LLC pursuant to which Amsterland, LLC will create an interactive website to promote the Westchester Coalition for Drug and Alcohol Free Youth's Social Media Campaign to give prevention & anti Drug/Alcohol messages to parents and youth, for a term commencing June 1, 2012 and continuing through September 29, 2012, for an amount not to exceed \$33,000.00

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Authority is sought for the County of Westchester, acting by and through its Department of Public Safety, STOP-DWI office (the "Department"), to enter into an agreement with Amsterland, LLC ("Amsterland") pursuant to which Amsterland will create an interactive website to promote the Westchester Coalition for Drug and Alcohol Free Youth's Social Media Campaign to give prevention & anti Drug/Alcohol messages to parents and youth, for a term commencing June 1, 2012 and continuing through September 29, 2012, for an amount not to exceed \$33,000.00.

This Agreement will serve a public purpose by reducing high school age alcohol use through a social media campaign aimed at high school students and their parents.

The goals and objectives of this program are to create an interactive website to promote the social media campaign.

The goals and objectives of this program are in the best interest of the County in terms of public health and safety because it will raise public awareness of the dangers of alcohol use among high school students and their parents, thereby reducing alcohol-related accidents and deaths.

The goals and objectives will be tracked and monitored by the Commissioner-Sheriff and the office of STOP-DWI.

The Department has complied with the Westchester County Procurement Policy. In accordance with Section 5(b), the Department solicited written quotations from no fewer than three (3) agencies that do social media marketing for prevention work and who deal with not-for-profits/government. Several of the agencies contacted said that they were not interested. Of the three (3) agencies that did respond, one agency, Gotham, Inc., indicated that they did not have the "bandwidth" necessary to create the website. A second agency, Wieden & Kennedy, said that they were not able to even look at this project until 2013, and even then, the budget was too low. Amsterland was the only company that was able to meet our dates, the prevention criteria and the budget.

A Resolution for your Honorable Board's consideration is annexed hereto.

GNL/PT/jpg  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT 3/0/25/2012 JONAS, MARIA, SECRETARY

## RESOLUTION

Upon a communication from the Commissioner-Sheriff of Public Safety, be it hereby

**RESOLVED**, that the County of Westchester, acting by and through its Department of Public Safety, STOP-DWI office (the "Department"), is authorized to enter into an agreement with Amsterland, LLC ("Amsterland") pursuant to which Amsterland will create an interactive website to promote the Westchester Coalition for Drug and Alcohol Free Youth's Social Media Campaign, for a term commencing June 1, 2012 and continuing through September 29, 2012, for an amount not to exceed \$33,000.00 (the "Agreement"); and be it further

**RESOLVED**, that this 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 (the "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 the 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 impacts of any such State Budget 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 this Agreement upon reasonable prior written notice, and be it further

**RESOLVED**, that the County Executive or his authorized designee is authorized and empowered to execute and deliver all instruments and take all actions necessary or appropriate to effectuate the purposes hereof.

Account to be  
Charged/Credited

Year	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
2012	711	71	013M	4380	F013	\$33,000.00

Budget Funding Year(s) **2012**

Start Date: **June 1, 2012;**  
(must match resolution)

End Date: **September 29, 2012**

Funding Source

**\$ 33,000.00**

(must match resolution)

Tax Dollars \_\_\_\_\_

State Aid \_\_\_\_\_

Federal Aid **\$33,000.00**

Other: \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 10/23/2012 - JOHANNY VIEIRA, SECRETARY