



Robert P. Astorino
County Executive

Department of Social Services

Kevin McGuire
Commissioner

33077

Date: March 28, 2013

To: Board of Acquisition and Contract

From: Kevin M. McGuire
Commissioner of Social Services

Re: Authority for the County of Westchester to exercise its second 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, 2013 and terminating April 30, 2014 for an amount not to exceed \$119,016 to be paid pursuant to an approved budget and subject to appropriation

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.

On May 3, 2012, your Honorable Board approved a resolution authorizing the County of Westchester, acting through its Department of Social Services, to exercise its first option to renew the aforesaid agreement with Family Ties of Westchester, Inc. by extending the term for another year starting May 1, 2012 through April 30, 2013 in an amount not to exceed \$119,016. The first extension was subsequently executed.

Authority is now requested for the County of Westchester to exercise the second 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 commencing May 1, 2013 and ending April 30, 2014 in an amount not to exceed \$119,016 to be

paid pursuant to an approved budget.

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.

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 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 allow 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 use of established Performance Measurement Indicators ("PMI") as stipulated in the contract. They include, but are not limited to, reviewing of periodic reports submitted by the vendor and making onsite visits.

Through the end of February 2013, the vendor has attained 89% of the goal for the PMI regarding scheduling potential foster/adoptive parents for orientation and 59% of the goal for the PMI regarding the number of potential foster/adoptive parents actually attending an orientation session.

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

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

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/02/2013 - 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 second 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, 2013 through April 30, 2014 in an amount not to exceed \$119, 016 to be paid pursuant to an approved budget; and be it further

RESOLVED, that the County may consent to the use of United Way of Westchester and Putnam as 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 as extended 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
2013	101	22	8900	5880	-----	\$79,344
2014	101	22	8900	5880	-----	\$39,672

Budget Funding Year(s):2013-14 Start Date: 05/01/13 End Date: 4/30/14
 (must match resolution)

Funding Source Tax Dollars: 27%

State Aid: 44%

\$119,016

Federal Aid: 29%

(must match resolution)

Other:

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