



Robert P. Astorino  
County Executive

Department of Social Services

Kevin M. McGuire  
Commissioner

**51762**

DATE: April 11, 2016

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire  
Commissioner

SUBJECT: Authority to amend an agreement with Harrison Edwards, Inc. for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$100,000 pursuant to an approved budget, by 1) expanding the scope of services to include additional advertising placement and advertising production services during the first year of the contract; and 2) increasing the amount not-to-exceed thereunder by an additional \$158,351.

---

By resolution approved on March 3, 2016, your Honorable Board authorized the County of Westchester, acting by and through its Department of Social Services, Office of Workforce Development (the "Department"), on behalf of the Westchester Putnam Local Workforce Development Board (the "WDB"), to enter into an agreement with Harrison Edwards, Inc. ("Harrison Edwards") pursuant to which Harrison Edwards agreed to provide marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for an amount not to exceed \$100,000 pursuant to an approved budget (the "Agreement"). The Agreement was subsequently executed.

In an effort to further promote the Jobs Waiting program, the parties now desire to expand the scope of services under the Agreement to include additional advertising placement and advertising production services during the first year of the contract. Additional advertising placement services will include additional cable TV, print, radio and digital media buys. Additional advertising production services will include additional design, voiceovers, editing, royalty-free production music, stock photography and stock video, equipment rentals, and all associated fees. In consideration for the additional

services to be rendered during the first year of the contract, Harrison Edwards shall be paid an additional amount not-to-exceed \$158,351, payable pursuant to an approved budget. It should be noted that this additional funding will be used solely to secure additional media buys and production services and Harrison Edwards will not receive any additional remuneration or profit under the Agreement for providing these services.

Accordingly, authority is requested to amend the Agreement with Harrison Edwards for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$100,000 pursuant to an approved budget, by 1) expanding the scope of services to include additional advertising placement and advertising production services during the first year of the contract; and 2) increasing the amount not-to-exceed thereunder by an additional \$158,351, from an amount not-to-exceed \$100,000, to an amount not-to-exceed \$258,351, pursuant to an approved budget, to reimburse Harrison Edwards for said additional services.

"Jobs Waiting" is a new, regional training program led by Westchester County and WDB. Funded through a \$9.8 million federal Ready-to-Work grant, the program provides specialized training and support in the healthcare industry for long-term unemployed individuals in the Hudson Valley region. Harrison Edwards will be responsible for planning, researching, and implementing media placements, coordinating public relations and web-based promotional activities to promote this initiative.

The Department previously complied with sections 6 and 13 of the Westchester County Procurement Policy. On December 29, 2015, the Department issued an RFP seeking proposals from public and private non-profit agencies to administer the marketing and promotional services for the Ready to Work (Jobs Waiting) program. The RFP was posted on the County and One Stop websites, was advertised in the Journal News and was emailed to various One Stop partners. As a result of these efforts, six (6) agencies submitted proposals. These proposals were rated by the review committee based on evaluation criteria set forth in the RFP. The review committee recommended that the contract be awarded to Harrison Edwards since their proposal covered the needs of the program and was the least expensive.

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

The Agreement will serve a public purpose by marketing and promoting the Ready to Work-Jobs Waiting program to residents of the Hudson Valley area which will increase the number of enrollees in the program which in turn will lead to more unemployed individuals finding employment and relying less on government assistance.

The goals and objectives of this program will be to help long term unemployed individuals find employment and become less reliant on government services.

The goals and objectives of this program are in the best interests of the County in terms of assisting County residents find employment and become less reliant on County services because this program will assist them in becoming financially independent.

The goals and objectives will be tracked and monitored by Workforce Development Board staff.

Accordingly, I most respectfully recommend the adoption of the annexed Resolution.

KMM/AT/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/05/2016 - LISI: MRIJAS SECRETARY

**RESOLUTION**

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

**RESOLVED**, that the County of Westchester, acting by and through its Department of Social Services, Office of Workforce Development, on behalf of the Westchester Putnam Local Workforce Development Board, is hereby authorized to amend an agreement with Harrison Edwards, Inc. for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$100,000 pursuant to an approved budget (the "Agreement"), by 1) expanding the scope of services to include additional advertising placement and advertising production services during the first year of the contract; and 2) increasing the amount not-to-exceed thereunder by an additional \$158,351, from an amount not-to-exceed \$100,000, to an amount not-to-exceed \$258,351, payable pursuant to an approved budget, in order to reimburse Harrison Edwards for providing said additional services; 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 duly authorized designee is hereby authorized to execute any documents and take any actions reasonably necessary and appropriate to effectuate the purposes of this Resolution.

Original Agreement: \$100,000  
**This Amendment: \$158,351**  
 Total: \$258,351

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	559P	7350	T559	\$158,351

Budget Funding Year(s): 2016 Start Date: 1-15-2016 End Date: 10-31-2018  
 (must match resolution)

Funding Source  
**\$158,351**  
 (must match resolution)

Tax Dollars:  
 State Aid:  
 Federal Aid: 100%  
 Other: