

52117

May 25, 2016

**TO:** The Honorable Board of Acquisition and Contract

**FROM:** Robert P. Astorino  
County Executive

**RE: Resolution to exempt from the Westchester County Procurement Policy and Procedures an agreement with Thompson & Bender, LLC to assist the County with the development of the "One Community Campaign," pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures.**

---

Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy and Procedures (the "Procurement Policy") an agreement with Thompson & Bender, LLC ("Thompson & Bender"), pursuant to which Thompson & Bender will assist the County in developing the "One Community Campaign" in accordance with the Settlement Agreement between the United States and the County and the Court Order of Judge Denise Cote dated May 23, 2016 (the "Court Order"). The agreement shall be in an amount not to exceed One Hundred Thousand (\$100,000.00) Dollars, payable pursuant to an approved budget, commence upon full execution and approval of the same by the Office of the County Attorney and terminate upon thirty (30) days notice by the County.

Ordinarily, under Section 6 of the Procurement Policy, the County is required to issue a Request For Proposals for such services. It is proposed that compliance with the Procurement Policy would not be in the best interests of the County with respect to this procurement because the proposed agreement will enable to County to comply with the Court Order which requires, among other things that the County retain a public relations consultant or firm before June 6, 2016 to assist the County in developing the "One Community Campaign." The agreement will enable the County to comply with the Court Order. Additionally, Thompson & Bender is uniquely qualified to provide these services since it is one of the preminent marketing firms in Westchester County and has previously developed and marketed highly successful marketing initiatives on behalf of the County, such as the "Meet Me in Westchester" marketing campaign.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy and Procedures are not applicable to any procurement for which this Honorable Board determines, by resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interests of the County. For the reasons set forth above, it is proposed that Thompson & Bender is uniquely qualified to provide these services and that the best interests of the County would be served by exempting this agreement from the procedures of the County's Procurement Policy. A resolution to exempt this agreement from procurement is hereby submitted for your consideration.

RPA/jpi

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/26/2016 - LISA M. JACOBSON, CLERK

**RESOLUTION**

Upon a communication from the County Executive, it is hereby:

**RESOLVED**, that pursuant to Section 3(a)(xxi) of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County in connection with the procurement of an agreement with Thompson & Bender, LLC to assist the County in developing the “One Community Campaign.”

APPROVED BOARD OF ACQUISITION & CONTRACTS 05/26/2016 J. SMITH, SECRETARY