

52418

DATE: July 7, 2016

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire, Commissioner
Department of Social Services

SUBJECT: Authority to enter into an Agreement with Harquin Graphics, Inc. pursuant to which Harquin Graphics, Inc. will provide promotional and marketing services for the Westchester/Putnam One Stop Career Centers for the period from July 1, 2016 through June 30, 2019 in an amount not-to-exceed \$250,000, payable in accordance with an approved budget and payment schedule.

Attached for your Honorable Board's consideration is a resolution which, if approved, would authorize the County of Westchester (the "County"), acting by and through the Department of Social Services, Office of Workforce Investment (the "Department"), on behalf of the Westchester Putnam Local Workforce Development Board (the "WDB"), to enter into an agreement with Harquin Graphics, Inc. ("Harquin") pursuant to which Harquin will design and create a marketing and promotional plan which, when implemented, will allow the Department to effectively market and promote the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area. The term of the Agreement will commence on July 1, 2016 and continue through June 30, 2019. In consideration for services to be rendered, the County will pay Harquin an amount not-to-exceed \$250,000, payable pursuant to an approved budget and payment schedule..

As your Honorable Board is aware, the Workforce Innovation and Opportunity Act of 2014 ("WIOA") created a nationwide system of one-stop centers which directly provide an array of employment services and connect customers to work related training and education. WIOA aligns investments in workforce, education, and economic development to regional in-demand jobs. WIOA reinforces the partnerships and strategies necessary for one-stop career centers to provide job seekers and workers with the high-quality career services, education and training, and supportive services they need to get good jobs and stay employed, and to help businesses find skilled workers and access other supports, including education and training for their current workforce. Harquin will provide various marketing and promotional services to promote the four (4) One Stop Career Centers located in Westchester and Putnam Counties.

In accordance with Section 6 of the Westchester County Procurement Policy, on May 10, 2016, Department issued a Request for Proposals to procure an agency to develop a comprehensive marketing and promotional plan for the Westchester-Putnam One Stop Career Centers which would include, without limitation, identification of target populations, evaluation of current promotional material and selection of appropriate advertising.

On June 7, 2016, proposals were received from the following four (4) agencies: Harquin, Arch Street Communications, Harrison Edwards, and Kevin Martin Marketing and Public Relations. The proposals were reviewed by an evaluation team consisting of five (5) business engagement representatives. The evaluation criteria used to rate the proposals included, among others: experience providing the services requested by the RFP; experience providing services requested by the RFP to New York counties of similar size to Westchester County; expertise of individuals who the Proposer has identified as the individuals who will provide the services to the County; price proposal; and quality and availability of key development team members.

After a careful review of each proposal with reference to the evaluation criteria set forth in the RFP, Harquin was selected based on its having received the highest score from the review committee.

This contract will serve a public purpose by promoting the benefits of the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area.

The goals and objectives of this contract are to:

- Review and evaluate the current marketing and promotional material and determine its effectiveness in reaching the target population. Recommend a new strategy which will include new marketing and promotional material.
- To develop a public awareness of the One Stop Employment Career Centers that targets businesses and job seekers.
- Develop a marketing strategy to describe the One Stop Services and how to access those services.
- Develop the marketing strategy and tactics/ methods. This could include, but shall not be limited to, print and electronic media planning, development of hand-out items, writing and placing articles and information items, assisting with website development writing and placing radio spots, outreach to professionals, provider groups and civic organizations.
- Develop and design marketing and promotional materials as outlined in the marketing strategy.
- Adherence to all media deadlines and planning accordingly.
- Supervise implementation of campaign.

The goals and objectives are in the best interest of the County in terms of fiscal responsibility because increasing the awareness of the services we offer will attract more business and job opportunities which will in turn help to retain workers in the county and the region and will assist employers in creating new jobs to be filled by county residents.

The goals and objectives will be tracked and monitored via the products required under this contract, reports submitted by Harquin as well as by staff review and reports on the project.

An appropriate resolution is herewith attached for your Honorable Board's consideration.

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RESOLUTION

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

RESOLVED, that the County of Westchester, acting by and through the Department of Social Services, Office of Workforce Investment (the "Department"), on behalf of the Westchester Putnam Local Workforce Development Board, is authorized to enter into an agreement with Harquin Graphics, Inc. ("Harquin") pursuant to which Harquin will design and create a marketing and promotional plan which, when implemented, will allow the Department to effectively market and promote the Westchester-Putnam One Stop Career Centers to businesses and job seekers in the local workforce development area for the period from July 1, 2016 through June 30, 2019 in an amount not-to-exceed \$250,000, payable pursuant to an approved budget; and be it further

RESOLVED, that the County Executive or his duly authorized designee is empowered to execute all documents and take all actions necessary to effect the purpose of this resolution.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	403Q	7340	T403	250,000

Budget Funding Year(s): 2015 Start Date: 07/01/2016 End Date: 06/30/2019

(must match resolution)

Funding Source Tax Dollars: ____

State Aid: ____

\$250,000 Federal Aid: 100%

(must match resolution) Other: