

Robert P. Astorino
County Executive

Department of Social Services

Kevin M. McGuire
Commissioner

55536

DATE: February 24, 2017

TO: Board of Acquisition and Contract

FROM: Kevin M. McGuire
Commissioner

SUBJECT: Authority to amend an agreement with Harrison Edwards, Inc., as previously amended, 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 \$258,351 pursuant to an approved budget, by 1) expanding the scope of services to include: a) professional consulting services in connection with the promotion and marketing of the TechHire initiative, b) advertising placement services in connection with the TechHire initiative, and c) additional advertising placement services under the Ready-to-Work ("Jobs Waiting") initiative; and 2) increasing the total amount not-to-exceed thereunder by an additional \$300,000.

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 ("RTW") 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.

Thereafter, by resolution approved on May 5, 2016, your Honorable Board authorized the County to amend the Agreement in order to 1) expand the scope of services thereunder to include additional advertising placement and advertising production services during the first year of the contract; and 2) increase the not-to-exceed amount thereunder by an additional \$158,351, from an amount not-to-exceed \$100,000, to an amount not-to-exceed \$258,351, to reimburse Harrison Edwards for the cost of such additional services (the "First Amendment"). The First Amendment was subsequently executed.

The Department recently received \$4 million in additional funding from the United States Department of Labor under the TechHire grant. The TechHire grant provides funding for training services in three industries: advanced manufacturing; information technology; and biotechnology. As with the RTW initiative, the Department seeks to promote the TechHire program through a marketing and promotional campaign. In an effort to procure a suitable vendor to provide these services, on November 4, 2016, the Department issued an RFP seeking proposals from qualified advertising and/or public relations firms to provide planning, research and implementation of media placements, coordination of public relations and web-based promotional activities in connection with the TechHire initiative. The RFP was posted on the County and One Stop websites, was advertised in the Journal News, the New York State Contract Reporter and made available to all WDB partners, contractors, service providers, and community organizations. As a result of these efforts, four (4) agencies submitted proposals. These proposals were rated by the review committee based on evaluation criteria set forth in the RFP as set forth below:

Proposers	Rater 1	Rater 2	Rater 3	Average Score	Total Cost
Harrison Edwards	81	88	87	85	\$150,000
King Fisher Communications	85	80	86	84	\$830,000
RBK Advertising & Design New York, LTD	54	87	90	77	\$1,500,000
Thompson & Bender	75	64	76	72	\$629,000

Based on their evaluation of each of the four proposals, the review committee recommended that the contract be awarded to Harrison Edwards because it was ranked highest by the review committee, it submitted the lowest price proposal, and it has provided satisfactory marketing and promotional services under the existing RTW initiative contract.

As noted above, since Harrison Edwards is already providing marketing and promotional services to the County under the RTW initiative contract, instead of entering into a separate contract for marketing and promotion of the TechHire component, the parties desire to amend the existing Agreement to incorporate the marketing and promotional services for the TechHire initiative. In addition, the County has asked Harrison Edwards to purchase additional advertising time to promote the RTW initiative. The total cost for all of these additional services will be an amount not-to-exceed \$300,000, comprised of an amount not-to-exceed \$100,000 for professional consulting services in connection with the TechHire initiative, \$50,000 to purchase advertising placement for TechHire, and \$150,000 to purchase additional advertising placement for RTW. It should be noted that the funding allocated for advertising placement will be used solely to secure media buys and Harrison Edwards will not receive any additional remuneration under the Agreement for providing these services.

Accordingly, authority is requested to amend the Agreement with Harrison Edwards, as previously amended, for the provision of marketing and promotional services for the County's RTW initiative for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$258,351 pursuant to an approved budget, by 1) expanding the scope of services to include a) professional consulting services in connection with the promotion and marketing of the TechHire initiative, b) advertising placement services in

connection with the TechHire initiative, and c) additional advertising placement services under the RTW initiative; and 2) increasing the total amount not-to-exceed thereunder by an additional \$300,000, comprised of an amount not-to-exceed \$100,000 for professional consulting services in connection with the TechHire initiative, \$50,000 to purchase advertising placement for TechHire, and \$150,000 to purchase additional advertising placement for RTW, thereby increasing the total aggregate amount under the Agreement, as amended, to an amount not-to-exceed \$558,351.

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 both the RTW and TechHire programs to residents of the Hudson Valley area which will increase the number of enrollees in the programs 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/AP/jpg

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., as previously amended, for the provision of marketing and promotional services for the County's Ready-to-Work ("Jobs Waiting") initiative ("RTW") for the period from January 15, 2016 through October 31, 2018 for a total aggregate amount not to exceed \$258,351 pursuant to an approved budget (the "Agreement"), by 1) expanding the scope of services to include a) professional consulting services in connection with the promotion and marketing of the TechHire initiative, b) advertising placement services in connection with the TechHire initiative, and c) additional advertising placement services under the RTW initiative; and 2) increasing the total amount not-to-exceed thereunder by an additional \$300,000, comprised of an amount not-to-exceed \$100,000 for professional consulting services in connection with the TechHire initiative, \$50,000 to purchase advertising placement for TechHire, and \$150,000 to purchase additional advertising placement for RTW, thereby increasing the total aggregate amount under the Agreement, as amended, to an amount not-to-exceed \$558,351; 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
First Amendment:	\$158,351
This Amendment:	<u>\$300,000</u>
Total:	\$558,351

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	559P	7350	T559	\$150,000
275	22	797R	7350	T797	\$150,000

Budget Funding Year(s): 2016-17 Start Date: 1-15-2016 End Date: 10-31-2018
(must match resolution)

Funding Source

\$300,000
(must match resolution)

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