



Robert P. Astorino
County Executive

Department of Social Services

Kevin P. Mahon
Commissioner

DATE: February 25, 2010

TO: Board of Acquisition and Contract

FROM: Kevin P. Mahon, Commissioner
Department of Social Services

SUBJECT: Authority to amend an agreement with Integrated Enterprise Solutions, Inc. to provide web design and hosting services for the Hudson Valley Green Talent Pipeline Partnership website for an amount not to exceed \$25,000 for the period from November 1, 2009 through October 31, 2010 by increasing the amount not-to-exceed by \$3,030 from a total amount not to exceed \$25,000 to a new total not-to-exceed amount of \$28,030 to be paid in accordance with an approved budget.

On December 22, 2009, your Honorable Board approved a resolution to enter into agreement with Integrated Enterprise Solutions, Inc. (“IES”) pursuant to which IES will design, develop and maintain a website which will become the official Green Talent Pipeline Data Center in connection with the Hudson Valley Green Talent Pipeline Partnership (the “Partnership”) and also secure a new domain name for the current website. The agreement was for the period from November 1, 2009 through October 31, 2010 for an amount not to exceed \$25,000. This agreement was subsequently executed.

Authority is now respectfully requested to amend the agreement with Integrated Enterprise Solutions, Inc. pursuant to which IES will design, develop and maintain a website which will become the official Green Talent Pipeline Data Center in connection with the Hudson Valley Green Talent Pipeline Partnership (the “Partnership”) and secure a new domain name for the current website for an amount not to exceed \$25,000 for the period from November 1, 2009 through October 31, 2010 by increasing the amount not to exceed by \$3,030 from an amount not to exceed \$25,000 to a new amount of not to exceed \$28,030. There will be no additional cost to the County as the additional funding will be provided through a grant from the New York State Department of Labor. The additional funding will be utilized to expand the features of the

website that will enhance the Department's services to its business and job seeking customers. The expanded features will be the following:

1. New Employer Database
2. Secure log in for businesses, jobseekers and youth to post resumes
3. Extended Search Functions for all customers
4. Employer postings of job opportunities by sectors
5. Site counter meter to show the number of visitors to the website
6. User feedback form
7. Training opportunities and programs
8. Other interactive capabilities

The proposed agreement will serve a **public purpose** of improving the economic condition and general welfare of the public by attracting more businesses and new job opportunities which will be filled by county residents. The proposed agreement will increase awareness of the services we offer and will assist businesses in the retention of workers in the county and the region.

The **goals and objectives** of this program are:

- 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 materials.
- Develop a public awareness of the One Stop Employment system 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, 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.

These **goals and objectives are in the best interests of the County in terms of fiscal responsibility** because the website will enable the County, through federal and state funds, to create a virtual resource on 'green' employment opportunities for unemployed/under-employed residents and for businesses looking to hire qualified candidates. By improving the job opportunities, the program would reduce the rate of unemployment and this would, in turn, help in improving the economic situation of the county residents and the County as well. It is to be noted that the additional funding for this program is provided through a grant from the New York State Department of Labor. There is no additional cost to the County.

The **goals and objectives will be tracked and monitored** by reviewing the reports submitted by IES and the program staff on the project. Because this is a new initiative, there are no outcomes/accomplishments to report at present. However, the Department will be closely monitoring the success of this program using the performance measurement indicators.

If this resolution were not approved, the Department would not be able to expand the services provided through the aforesaid website by exploring the occurrences of green jobs in the County and make this information available to residents in a cost effective and efficient manner.

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

Accordingly, authority is respectfully requested from your Honorable Board to amend the aforesaid agreement for the purpose stated above.

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

APPROVED BOARD OF ACQUISITION & CONTRACT - 3-18-2010 - JOMAR VIEIRA, SECRETARY

RESOLUTION

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

RESOLVED, that 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 Investment Board (the “WPWIB”), is hereby authorized to amend an agreement with Integrated Enterprise Solutions, Inc. (“IES”) pursuant to which IES will design, develop and maintain a website which will become the official Green Talent Pipeline Data Center in connection with the Hudson Valley Green Talent Pipeline Partnership (the “Partnership”) and also secure a new domain name for the current website for the period from November 1, 2009 through October 31, 2010 for an amount not to exceed \$25,000 by increasing the not-to-exceed amount of the agreement by \$3,030 from a total amount not to exceed \$25,000 to a new total amount not-to-exceed \$28,030 to be paid in accordance with an approved budget; and be it further

RESOLVED, that except as specifically amended hereby, all other terms and conditions of the original agreement shall remain in full force and effect; 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.

Original Contract Amount: \$25,000

This Amendment: \$3,030

Total \$28,030

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
275	22	876J	4380	T876	\$3,030

Budget Funding Year(s): 2009 (Grant Year) Start Date: 11/1/09 End Date: 10/31/10

(must match resolution)

Funding Source

Tax Dollars:

State Aid:

\$3,030

Federal Aid: 100%

(must match resolution)

Other: _____