



Memorandum  
**Department of Health**  
145 Huguenot Street – 8<sup>th</sup> Floor  
New Rochelle, N.Y. 10801

**DATE:** March 8, 2010

**TO:** Board of Acquisition and Contract

**FROM:** Patsy Yang, DrPH  
Acting Commissioner of Health

**RE:** Request to amend an Approved Resolution to Enter into Contract with Titan Outdoor, LLC to develop an advertising poster campaign in mass transit venues to inform and promote vaccine immunizations among adults and children, by changing the scope of work and decreasing the not-to-exceed amount for Titan Outdoor, LLC and adding CBS Outdoor as an additional advertiser

On February 11, 2010, your Honorable Board approved a Resolution (the "February 11<sup>th</sup> Resolution") authorizing the County, acting by and through its Department of Health (the "WCDH"), to enter into contract with Titan Outdoor, LLC ("Titan") to develop an advertising poster campaign in mass transit venues to inform and promote vaccine immunizations among adults and children, for the period from contract execution to March 31, 2011, for an amount not-to-exceed \$80,000, pursuant to an approved budget. This contract has not been executed.

Under the terms of the proposed contract, Titan would provide advertising space to the WCDH for its immunization poster campaign in both Metro-North stations and on Bee-Line buses in Westchester County. The WCDH recently learned that the Metropolitan Transportation Authority has terminated its contract with Titan for the rights to advertising space in all Metro-North trains and stations, and has entered into a new contract with CBS Outdoor for advertising space in all Metro-North trains and stations.

Accordingly, the County now seeks authority to amend the February 11<sup>th</sup> Resolution in order to change the scope of work and decrease the not-to-exceed amount for the contract with Titan, and to authorize the County to enter into a separate agreement with CBS Outdoor, as explained below.

The amended terms of the proposed contract with Titan would provide for production and printing of the advertising posters for both the Bee-Line buses and Metro-North stations and the purchase by the WCDH of advertising space on the Bee-Line buses, for the period from contract execution to March 31, 2011, for an amount not-to-exceed \$40,000, pursuant to an approved budget.

The terms of the proposed contract with CBS Outdoor would provide for the purchase by the WCDH of advertising space in Metro-North stations, for the period from contract execution to March 31, 2011, for an amount not-to-exceed \$40,000, pursuant to an approved budget.

These contracts are being funded pursuant to a grant administered by the New York State Department of Health that includes ARRA funding.

The public purpose of these agreements is to promote the public health, safety and general welfare of county residents through an advertising poster campaign in mass transit venues designed to both increase the awareness of and promote vaccine immunizations among adults and children.

The goal of these agreements is to inform and encourage adults and children to receive recommended vaccines and decrease the impact of vaccine-preventable diseases among county residents and their families by posting public advertisements. The objective of these agreements is to place poster advertisements in Metro North stations located in Westchester County and on Bee-Line buses, which will be seen by approximately 55,000 Westchester County residents daily.

The goals and objective of these agreements are in the best interests of the County in terms of health and the environment, as educating the public about the value of vaccinations, and having more adults and children be fully vaccinated, will decrease the incidence of vaccine-preventable diseases among county residents and their families.

The goals and objective of these agreements will be tracked and monitored by visiting various Metro North stations and Bee-Line buses to confirm the advertisements have been posted.

Except as specifically amended herein, all other terms and conditions of the February 11<sup>th</sup> Resolution shall remain the same.

These contracts are exempt from the Westchester County Procurement Policy pursuant to Sections 3(a)(iv) and 9 thereof. Titan is the sole source vendor for advertising space in Bee-Line buses and depots and CBS Outdoor is the sole source vendor for advertising space in Metro North trains/stations.

Your approval of the attached resolution is respectfully requested.

/dc

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 3-23-2011  
DARY VIEIRA, SECRETARY

## RESOLUTION

UPON A COMMUNICATION FROM THE ACTING COMMISSIONER OF HEALTH, be it hereby:

**RESOLVED,** that the Resolution approved on February 11, 2010, (the "February 11<sup>th</sup> Resolution"), which authorized the County of Westchester (the "County"), acting by and through its Department of Health (the "WCDH"), to enter into an agreement with Titan Outdoor, LLC ("Titan") to develop an advertising poster campaign in mass transit venues to inform and promote vaccine immunizations among adults and children, for the period from contract execution to March 31, 2011, for an amount not-to-exceed \$80,000, pursuant to an approved budget, is hereby amended in order to : 1.) change the scope of work of the County's agreement with Titan to exclude the purchase of advertising space in Metro-North stations, and decrease the not-to-exceed amount by \$40,000, to a new not-to-exceed amount of \$40,000; and 2.) authorize the County, acting by and through WCDH, to enter into a separate agreement with CBS Outdoor for the purchase of advertising space in Metro-North stations, for the period from contract execution to March 31, 2011, for an amount not-to-exceed \$40,000, pursuant to an approved budget; and, be it further

**RESOLVED,** that except as specifically amended hereby, all other terms and conditions of the February 11<sup>th</sup> Resolution shall remain the same; and, be it further

**RESOLVED,** that the County Executive or his duly authorized designee be and hereby is authorized and empowered to execute all appropriate contracts or documents necessary to effectuate the purposes of this resolution in the manner prescribed by law.

Department of Health  
 County of Westchester  
 145 Huguenot Street, 8<sup>th</sup> Floor  
 New Rochelle, New York 10801  
 March 8, 2010

Original Agreement	\$	
First Amendment	\$	
Second Amendment	\$	
<b>This Amendment</b>	<b>\$</b>	
<b>TOTAL</b>	<b>\$</b>	
Agreement #		

Account to be Charged/Credited			Major Program, Program & Phase or Unit	Object/ Sub-Object	Trust Account	Dollars
	Fund	Dept				
	N/A					
Budget Funding Year(s) (must match resolution) _____ Start Date _____ End Date _____						
Funding Source		Tax Dollars	_____			
		State Aid	_____			
		Federal Aid	_____			
(must match resolution)		Other	_____			