



George Latimer
County Executive

81745

DATE: December 23, 2020

TO: Board of Acquisition and Contract

FROM: Michael Orth
Commissioner, Department of Community Mental Health

SUBJECT: Resolution authorizing the County of Westchester to enter into an agreement with Inspiria Outdoor Advertising to place a 30 second TV ad/commercial to provide Mental Health Awareness in various media outlets for the term January 25, 2021 through April 18, 2021, in an amount not to exceed \$60,000.00, to be paid in accordance with an approved budget.

Transmitted herewith is a resolution requesting authority from your Honorable Board for the County of Westchester ("County"), acting by and through its Department of Community Mental Health ("Department"), to enter into an agreement with Inspiria Outdoor Advertising ("Inspiria") to place a 30 second TV ad/commercial providing mental health education and resources to Westchester County residents impacted by COVID-19 for the term January 25, 2021 through April 18, 2021 (the "Agreement") in an amount not to exceed \$60,000.00. The ad/commercial will be placed in various media outlets for a 12 week period, in order to provide mental health education for County residents.

The proposed agreement will serve the **public purpose** of informing County residents of the availability of mental health services in the County.

The COVID-19 pandemic has resulted in pressure and insecurity on families and individuals impacted by COVID-19. Isolation and the insecurity relating to the COVID-19 pandemic has resulted in mental health implications for the public which this commercial seeks to address.

The proposed agreement is being funded with funds provided to the County under the Coronavirus Aid, Relief, and Economic Security Act (the "CARES Act"). The United States Treasury Department has advised that funding provided under the CARES Act is not subject to the Federal procurement rules in 2 CFR Part 200.317 through Part 200.326. Therefore, pursuant

to Section 13(d) of the Westchester County Procurement Policy, the ordinary County procurement rules apply to this procurement. The proposed agreement is exempt from the Westchester County Procurement Policy pursuant to Sections 3(a)(iv) and (xvii) thereof, as this is advertising and the placement of the commercial will provide mental health referrals and preventative services to Westchester residents.

Accordingly, authority is respectfully requested from your Honorable Board to authorize the County to enter into an agreement with the Inspira to place a 30 second TV ad/commercial in various markets for a twelve week period. A resolution is annexed hereto, which I recommend for your favorable consideration.

KMG/DI

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/21/2021 - JOAN COCCIANI, SECRETARY

RESOLUTION

Upon a communication from the Commissioner of Community Mental Health, be it hereby

RESOLVED, that the County of Westchester is hereby authorized to enter into an agreement with Inspiria Outdoor Advertising to place a 30 second ad/commercial in various media outlets to provide mental health education and awareness to Westchester County residents for the term January 25, 2021 through April 18, 2021 in an amount not to exceed \$60,000.00 (the "Agreement"), to be paid in accordance with an approved budget; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to execute any and all documents and to take such other actions necessary to effectuate the purposes hereof.

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
101	26	2000	4998	-----	\$60,000

Budget Funding Year(s): 2021 Start Date: 1/ 25 /2021 End Date: 4/18/2021
(must match resolution)

Funding Source

\$60,000

(must match resolution)

Tax Dollars:

State Aid:

Federal Aid: 100%

Other: