

April 20, 2010

TO: The Honorable Board of Acquisition and Contract

FROM: George N. Longworth  
Commissioner-Sheriff of Public Safety

SUBJECT: Authority to enter into an agreement with Clear Channel Outdoor, Inc., whereby Clear Channel will produce and place both bus shelter and outdoor digital media ads throughout Westchester County with drug and alcohol prevention messages in conjunction with Prom and Graduation Season in May and June as well as Back-To-School Season in September for a term commencing on April 30, 2010 and continuing through September 29, 2010 for a total amount not to exceed \$40,000.00 to be paid in accordance with an approved budget.

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Authority is sought for the County of Westchester, acting by and through the Department of Public Safety (the Department") to enter into an agreement with Clear Channel Outdoor, Inc. ("Clear Channel"), pursuant to which Clear Channel will produce and place both bus shelter and outdoor digital media ads throughout Westchester County with drug and alcohol prevention messages in conjunction with Prom and Graduation Season in May and June as well as Back-To-School Season in September, for a term commencing on April 30, 2010 and continuing through September 29, 2010 (the "Agreement"). In consideration for services to be rendered, the County will pay Clear Channel an amount not-to-exceed \$40,000 in accordance with an approved budget.

It should be noted that these services will be funded through a federal Sober Truth on Preventing Underage Drinking Act (STOP Act) grant. As such, no County funds will be required for this program. These funds will be used by the Department's STOP DWI Program to help parents understand the need to communicate and set limits with their children. These efforts help communities combat underage drinking and other drug use and promote healthy behaviors among the youth of our county.

This agreement is exempt from the procedures of the Westchester County Procurement Policy pursuant to section 3(a)(iv) thereof which exempts contracts for advertising services.

This agreement will serve a public purpose by increasing awareness, among the County's youth, of the dangers of drug and alcohol use.

The goals and objectives of this contract are as follows:

Goal: To reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

Objective One: Increase parental communication with their children about the risk of alcohol use.

Objective Two: Increase parental capacity to set clear limits around youth alcohol use and follow through with these limits.

The goals and objectives are in the best interests of the County in terms of public health because successful accomplishment of these objectives will reduce underage drinking which is associated with many negative consequences that young people in Westchester experience including academic issues, car crashes, violence, and health issues.

Fiscally, this project is in the best interests of the citizens of Westchester County because it brings additional grant monies into the County to augment current prevention programming.

The goals and objectives will be tracked and monitored through focus groups that will be held following the implementation of the media campaign. The focus groups will measure the extent to which people saw and were impacted by the campaign.

If this resolution were not approved, the consequences to the County would be less public awareness of the dangers of drug and alcohol use among teenagers.

Accordingly, I most respectfully recommend your Board's favorable consideration of the annexed proposed Resolution.

## RESOLUTION

Upon a communication from the Commissioner-Sheriff of Public Safety, be it hereby

**RESOLVED**, that the County of Westchester, acting by and through its Department of Public Safety, is authorized to enter into an agreement with Clear Channel Outdoor, Inc. ("Clear Channel") pursuant to which Clear Channel will produce and place both bus shelter and outdoor digital media ads throughout Westchester County with drug and alcohol prevention messages in conjunction with Prom and Graduation Season in May and June as well as Back-To-School Season in September, for a term commencing on April 30, 2010 and continuing through September 29, 2010; and be it further

**RESOLVED**, that in consideration for services to be rendered, the County shall pay Clear Channel an amount not to exceed \$40,000.00 in accordance with an approved budget; and be it further

**RESOLVED**, that the County Executive or his authorized designee is authorized and empowered to execute and deliver all instruments and take all action necessary and appropriate to effectuate the purpose hereof.

Account to be  
Charged/Credited

Year	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub- Object	Trust Account	Dollars
2010	711	71	015J	4380	T015	\$40,000.00

Budget Funding Year(s) 2009-2010 – Start Date: April 30, 2010; End Date: September 29, 2010  
(must match resolution)

Funding Source	Tax Dollars _____
	State Aid _____
\$ 40,000.00	Federal Aid <u>\$40,000.00</u>
(must match resolution)	Other _____