COUNTY OF ERIE

CHRISTOPHER L. JACOBS
COUNTY CLERK

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June 19, 2012

The Honorable
Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, New York 14202

RE: Erie County Clerk – Agreement with Multimedia Entertainment, Inc. /WGRZ

Dear Honorable Members:

The attached resolution requests authorization for Erie County to enter into a contract with Multimedia Entertainment Inc., doing business as WGRZ TV, for the exclusive airing of regularly scheduled programming in the Auto Bureaus and Land Records Division of the County Clerk's Office. In return, WGRZ will produce and air public service announcements relevant to services provided by the Erie County Clerk's Office.

Selection of WGRZ TV is based on a Request for Proposal issued earlier this year by the Clerk's Office. In accordance with Section 19.08 of the Erie County Administrative Code, the proposals were reviewed and WGRZ was the recommended provider.

Should your honorable body require further information, representatives from the Clerk's Office will be available to discuss. Thank you for your consideration on this matter.

Sincerely,

CHRISTOPHER L. JACOBS
Erie County Clerk

Attachment

ERIE COUNTY HALL • 92 FRANKLIN STREET • BUFFALO, N.Y. • 14202 • PHONE: (716) 858-8865 • FAX: (716) 858-6550

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Christopher L. Jacobs, Erie County Clerk
Re: Erie County Clerk – Agreement With Multimedia Entertainment, Inc./WGRZ
Date: June 19, 2012

SUMMARY

It is recommended that the Erie County Legislature authorize the County Executive to enter into an agreement with Multimedia Entertainment Inc., doing business as WGRZ, for the airing of regularly scheduled programming in the Auto Bureaus and Land Records Division of the County Clerk's Office. In return, WGRZ will shoot and create public service announcements relevant to services provided by the Erie County Clerk's Office to air to the general public during regularly scheduled programming.

FISCAL IMPLICATIONS

There is no cost to the County. Possibility of increased revenues when public is educated on the importance of renewing auto registrations locally and other services offered by the Clerk's Office.

REASONS FOR RECOMMENDATION

The County Clerk wishes to provide the best possible environment for customers utilizing its services. An RFP was issued seeking proposals to provide audio/visual public service information and/or pre-approved advertising on audio visual screens within the Erie County Auto Bureaus and Land Records Division. The request for proposal provision of Section 19.08 of the Erie County Administrative Code was complied with and a summary of the process is included as Attachment A to this packet.

BACKGROUND INFORMATION

For the last three years, the Clerk's Office has aired a reoccurring loop of digital media ads in its auto bureau locations. The current contract to provide this advertising expires in November 2012. The Clerk's Office explored opportunities to improve the customer experience and increase the benefit to the Clerk's Office. After issuing an RFP, a committee was formed to review the responses received. The selection process determined that WGRZ TV is the most appropriate vendor to meet this need.

Under the terms of this agreement, the Clerk's office will exclusively air WGRZ TV during business hours. WGRZ Productions will create and produce six separate public service announcements, with content determined by the Clerk, to be aired to the general public weekly during regularly scheduled programming. This new arrangement will reach over 1 million viewers annually, thereby increasing public awareness of services provided by the County Clerk's Office.

CONSEQUENCES OF NEGATIVE ACTION

If this new contract is not approved, the Clerk's Office will not gain the benefit of being able to educate the general public about important services provided by the Clerk, and may lose out on revenue opportunities. Opportunity to improve customer experience while visiting the auto bureaus and land records division will be lost.

STEPS FOLLOWING APPROVAL

The contract will be signed and public service announcements will be produced and aired over the WGRZ TV network. The Clerk's Office will begin airing WGRZ TV in its Auto Bureaus and Land Records Division.

A RESOLUTION SUBMITTED BY:
ERIE COUNTY CLERK

RE: Erie County Clerk – Agreement With Multimedia Entertainment, Inc./WGRZ

WHEREAS, the Erie County Clerk's Office, as part of its duties and responsibilities, is charged with the operation of six local Auto Bureaus and the Registrars Division; and

WHEREAS, the general public frequently avails itself of the services offered at both of these locations; and

WHEREAS, in an effort to better educate the public on services offered by the County Clerk's Office, while at the same time improving the customer experience while in the Clerk's Office, proposals were sought to provide audio-visual public service information and/or pre-approved advertising within these locations; and

WHEREAS, the selection process has determined that Multimedia Entertainment Inc., doing business as WGRZ, is the most appropriate firm to reach the general public with the airing of public service announcements detailing County Clerk services, and that the airing of television programming during business hours will substantially improve the customer experience within the Clerk's Office; and

WHEREAS, the request for proposal provision of Section 19.08 of the Erie County Administrative Code was complied with and a summary of the process is included as Attachment A to this resolution; and

WHEREAS, the terms of this agreement are favorable to the County.

NOW, THEREFORE, BE IT

RESOLVED, that the Erie County Legislature does hereby authorize the County Executive to enter into an agreement between the County of Erie and Multimedia Entertainment Inc., doing business as WGRZ, to air regularly scheduled programming of WGRZ TV during regular business hours at the Auto Bureaus and Land Records Division of the Clerk's Office; and be it further

RESOLVED, that the terms of this agreement shall include the production and airing of public service announcements related to the Clerk's Office at no cost to the County; and be it further

RESOLVED, that certified copies of this resolution be sent to the County Executive, the County Clerk, the Director of Budget and Management, the County Attorney and the County Comptroller.

Rating Matrix - RFP #1210VF

RFP to Provide PSA's and/or Revenue Sharing for Clerk's Office

	MetroData	WGRZ
Rate Using Score of 1-5 - with 1 being least likely, 5 being most likely.		
Likelihood of Improving Customer Experience	5	21
Likelihood to raise awareness to greatest number of citizens about key initiatives of the Clerk's Office - including DMV and Registrar.	5	23
Likelihood to increase revenue to County based on our services - i.e., local vehicle registrations, passport applications, etc.	9	20
Least cost outlay for Clerk's Office (equipment, cable lines. Etc.)	23	13
Likelihood of uninterupted service	9	20
County's ability to control content of PSA's	17	24
Proposer's background, experience and resources meets County needs	10	19
Proposer's demonstrated capability to perform the services	10	23
TOTAL	88	163
Dept Head Signature		
	Christopher L. Jacobs, Erie County Clerk	

RFP Committee: Peggy LaGree, First Deputy Clerk/Patricia Fulwiler, Deputy County Clerk (Legal),/Joseph Wolf, Deuty Clk-Auto Burueau,/Carl Szarek, 2nd Deputy Clk-Auto Bureau/Michael Cecchini, Administrative Secretarial Asst