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# COUNTY OF ERIE

**MARK C. POLONCARZ**

COUNTY EXECUTIVE

October 29, 2015

Erie County Legislature  
92 Franklin Street  
Buffalo, New York 14202

## IMMEDIATE CONSIDERATION REQUESTED

### Re: Foster Parent Recruitment

Dear Honorable Members:

Currently, a shortage of foster parents has increasingly posed problem in Erie County for child care placements. It is essential that the Department of Social Services maintain a viable pool of foster parents in order to meet the placement and child care needs of clients. This problem is not unique to Erie County for it reflects a national trend.

The attached resolution requests authorization to allow the Department of Social Services to enter into contract with Flynn & Friends, Inc. a local advertising agency, in the amount of \$26,450 in order to coordinate all aspect of the foster parent recruitment drive. The agency will assist in updating an informational web site, purchase and design advertising, and help coordinate a Foster Family Fair to be held in February.

Immediate consideration is requested for this item in order to have proper advertising in place for the February Foster Family Fair. Should your Honorable Body require further information, I encourage you to contact the Department of Social Services. Thank you for your consideration on this matter.

Sincerely,

Mark C. Poloncarz, Esq.  
Erie County Executive

MCP/map

cc: Commissioner Al Dirschberger, Department of Social Services

## **MEMORANDUM**

TO: Honorable Members of the Erie County Legislature  
FROM: Office of the County Attorney  
RE: Foster Parent Recruitment  
DATE: October 29, 2015

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### **SUMMARY**

The attached resolution requests authorization to allow the Department of Social Services to enter into contract with Flynn & Friends, Inc. a local advertising agency, in the amount of \$26,450 in order to coordinate all aspect of the foster parent recruitment drive.

### **FISCAL IMPLICATIONS**

No new county dollars are required for this proposal. Funding for this contact in the amount of \$26,450 is currently available in the DSS 2015 budget in account 516020 professional services. The expense is subject to 53% reimbursement from State and Federal sources for a net cost to the county of \$12,432.

### **REASONS FOR RECOMMENDATION**

Legislative approval is required for the County Executive to enter onto contracts.

### **BACKGROUND INFORMATION**

A shortage of foster parents has increasingly become a problem in Erie County as it is nationally. It is essential that the Department of Social Services maintain a viable pool of foster parents in order to meet the placement and child care needs of clients. The Department, along with various community agencies, has been planning a foster parent recruitment drive set for February. Flynn & Friends, Inc. has been involved in the planning efforts and has presented a viable plan to assist in updating an informational web site, purchase and design advertising, and help coordinate a Foster Family Fair to be held in February.

Because of the extensive involvement and highly recommended work of Flynn & Friends in working with community agencies and the Department of Social Services on foster parent recruitment in the past we are requesting a waiver to County Administrative Code requirements in Section 19.08 for Request for Proposals.

### **CONSEQUENCES OF NEGATIVE ACTION**

Failure to approve this resolution will serve to hinder the provision of foster parent care for children in Erie County.

### **STEPS FOLLOWING APPROVAL**

A contract will be established by the Legal Division of Social Services.

A RESOLUTION SUBMITTED BY:  
THE OFFICE OF THE COUNTY ATTORNEY

RE: Foster Parent Recruitment

WHEREAS, it is essential that the Department of Social Services maintain a viable pool of foster parents in order to meet the placement and child care needs of clients, and

WHEREAS, working with various community agencies the Department has planned a foster parent recruitment drive set for February, and

WHEREAS, the Department of Social Services wishes to enter into contract with Flynn & Friends, Inc. a local advertising agency, in the amount of \$26,450 in order to coordinate all aspect of the foster parent recruitment drive.

NOW, THEREFORE, BE IT

RESOLVED, that the County Executive is hereby authorized to enter into contract with Flynn & Friends, Inc. in the amount of \$26,450 in order to coordinate all aspect of the foster parent recruitment drive; and be it further

RESOLVED, that funding for the contract is currently available in the Department of Social Services 2015 budget in account 516020 professional services and contracts; and be it further

RESOLVED, that the County Administrative Code requirements in Section 19.08 for Request for Proposals is hereby waived; and be it further

RESOLVED, that certified copies of this resolution be forwarded to the Department of Social Services, the Office of the Comptroller, the County Executive's Office and the Division of Budget and Management.