



COUNTY OF ERIE

MARK C. POLONCARZ

COUNTY EXECUTIVE

April 24, 2015

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

Re: Consultant Contract for Erie County Senior Services Communication Plan

Dear Honorable Members:

The attached resolution requests authorization to enter into a contract with AMDG Public Affairs to develop and implement a department wide communications plan. The contract is for the period of June 1, 2015 through March 31, 2016.

Should your Honorable Body require any further information, I encourage you to contact Randy Hoak Commissioner of Senior Services. Thank you for your consideration on this matter.

Sincerely yours,

A handwritten signature in black ink that reads "Mark C. Poloncarz". The signature is written in a cursive style with a long, sweeping tail.

Mark C. Poloncarz, Esq.
Erie County Executive

Enclosure
MCP/mc

cc: Randy Hoak, Commissioner, Department of Senior Services

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Department of Senior Services
Re: Consultant Contract for Erie County Senior Services Communication Plan
Date: April 24, 2015

SUMMARY

Approve the attached resolution to allow the Department of Senior Services to contract with AMDG Public Affairs to develop and implement a communications plan for the Department. The contract is for the period of June 1, 2015 through March 31, 2016.

FISCAL IMPLICATIONS

Existing appropriations to pay for the contract are available in the 163CONNECTS1415 and 163CONNECTS1516 grants' Professional Services Contracts and Fees accounts. Additional County funds are not required.

REASONS FOR RECOMMENDATION

AMDG Public Affairs was selected through a RFP process to assist the Department in developing a communication plan to expand the number and variety of elderly communities receiving services from the Department as well as raising awareness.

BACKGROUND INFORMATION

The Department of Senior Services is working to enhance its current public education, advocacy, and outreach efforts to more effectively raise awareness of its services and programs including, but not limited to: NY Connects, Stay Fit Dining, Choose Healthy, and the Insurance Resource Center. When successful, the Department will be able to: more effectively reach its traditional service population - older adults and their caregivers; reach the newest members of the community - immigrants and refugees; more effectively communicate across the generations, especially to baby boomers; and articulate its value to existing and potential community partners.

AMDG Public Affairs will work with the Department to (1) assess current communication efforts; (2) identify under-utilized County communication resources; (3) develop a strategic communication plan; (4) train staff to effectively leverage traditional and social media, including free media; (5) train staff to effectively communicate the value of programs and services to members of the community; and (5) establish a performance management system that allows it to measure communication and outreach efforts against goals.

CONSEQUENCES OF NEGATIVE ACTION

The Department of Senior Services will be unable to effectively engage with the growing aging community.

STEPS FOLLOWING APPROVAL

The Department of Senior Services will enter into the contract with AMDG Public Affairs to develop and implement an effective communication plan.

**A RESOLUTION SUBMITTED BY:
DEPARTMENT OF SENIOR SERVICES**

RE: Consultant Contract for Erie County
Senior Services Communication Plan

WHEREAS, the Department of Senior Services is in the process of developing a four Year Plan with the New York State Office for Aging; and

WHEREAS, as a part of this plan there is a need to expand the number and variety of elderly communities that are aware of and receive services from the Department of Senior Services; and

WHEREAS, the Department of Senior Services issued a RFP to select a consultant to assist in developing a communications plan and assess past print communications and social media efforts to identify improvements as well as providing staff training to effectively communicate and implement the new messaging plan; and

WHEREAS, AMDG Public Affairs, an experienced, local public relations agency with a strong background in developing strategic communications plans and campaigns throughout Western New York and Southern Ontario, was selected through the RFP process; and

WHEREAS, the Department of Senior Services now desires to contract with AMDG Public Affairs, at a cost not to exceed \$15,000 to function as the consultant to develop, and implement a communication plan for the Department for the period June 1, 2015 through March 31, 2016; and

WHEREAS, appropriations are available in the 163CONNECTS1415 and CONNECTS1516 grants' to pay for these consulting services.

NOW, THEREFORE, BE IT

RESOLVED, that the County Executive be and is hereby authorized to enter into a consultant contract, not to exceed \$15,000 with AMDG Public Affairs to assist in developing a communications plan for the Department during the period June 1, 2015 through March 31, 2016, and be it further

RESOLVED, that available appropriations in the 163CONNECTS1415 and 163CONNECTS1516 grants' Professional Services Contracts and Fees account be utilized to pay for these consulting services, and be it further

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