



EC LEG NOV 29 '21 PM 2:58

COUNTY OF ERIE

MARK C. POLONCARZ

COUNTY EXECUTIVE

November 29, 2021

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

RE: Community Climate Action Plan & Other Marketing Professional Services Term Agreement

Dear Honorable Members:

Please find enclosed a resolution from the Department of Environment and Planning seeking legislative authorization to enter into a term agreement for professional services for graphics, outreach, and marketing services to support the Erie County Community Climate Action Plan and related efforts.

Should your Honorable Body require any further information, please contact Deputy Commissioner Bonnie Lawrence. Thank you for your consideration of this request.

Sincerely yours,

Mark C. Poloncarz, Esq.
Erie County Executive

MCP/nb
Enclosure

cc: Daniel R. Castle, Commissioner of Environment and Planning
Bonnie Lawrence, Deputy Commissioner of Environment and Planning

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Department of Environment and Planning
Re: Community Climate Action Plan & Other Marketing Professional Services Term Agreement
Date: November 29, 2021

SUMMARY

It is recommended that the Erie County Legislature authorize the County Executive to enter into a term agreement with The Buffalo News doing business as Amplify Buffalo in an amount not to exceed \$125,000.00 for the purpose of graphics, outreach and marketing services to support climate action planning.

FISCAL IMPLICATIONS

Up to \$55,000.00 of the term agreement will utilize the Department of Environment (DEP) and Planning's Paris Climate Action Fund Paris/Climate Action budget, Account (110), G/L #51310. The balance of the term agreement will use up to \$70,000.00 of grant funding from the SAP #162ECLIPSE1922 from the New York Energy Research and Development Authority (NYSERDA), which will have no fiscal impact on the County.

REASONS FOR RECOMMENDATION

Changes to the climate increasingly threaten life and property in Erie County. The County is currently working with the community to develop an equity-focused Community Climate Action Plan to help identify and prioritize actions to protect the County from climate change and to mitigate community greenhouse gas emissions, reducing the County's impact on climate change. Additionally, the County is working on the Erie County Low-Income Program for Sustainable Energy (ECLIPSE), which will improve access to renewable energy and reduce energy cost burden for low- and moderate-income residents. For both of these projects it is critical that the County undertake best practices marketing and outreach, to assure that the community is engaged and has a voice in the planning efforts.

The DEP issued a Request for Proposals (RFP) to retain a firm to provide graphics, outreach and marketing services. Three firms provided complete proposals to the open solicitation. A forth incomplete proposal, without sealed rate sheets, was not considered. A proposal review committee consisting of representatives from DEP and the County's Climate Change Task Force reviewed and scored the proposal using the scoring matrix in the RFP and selected Amplify Buffalo/The Buffalo News as the contractor that met the qualifications set forth.

CONSEQUENCES OF NEGATIVE ACTION

DEP will be unable to contract with Amplify Buffalo/The Buffalo News, and the community will be less engaged and have less input into climate action efforts.

STEPS FOLLOWING APPROVAL

DEP will work with the Department of Law to execute a 3-year term contract with Amplify Buffalo/The Buffalo News in an amount not to exceed \$125,000.00. Work orders will be issued on an as-needed basis in amounts not to exceed \$70,000.00. Just as in the current term agreements utilized by DEP, your Honorable Body will be notified whenever a work order is issued.

A RESOLUTION SUBMITTED BY:
DEPARTMENT OF ENVIRONMENT AND PLANNING

RE: Community Climate Action Plan & Other Marketing Professional Services Term Agreement

WHEREAS, climate change increasingly poses a threat to life and property in Erie County; and

WHEREAS, Erie County Department of Environment and Planning (DEP) was authorized to contract with the New York State Energy Research and Development Authority to conduct the Erie County Low-Income Project for Sustainable Energy (ECLIPSE) in 2018 by Comm. 3E-9 (SAP Grant Account 162ECLIPSE1922); and

WHEREAS, ECLIPSE is planning the development of a program to improve access to renewable energy and reduce energy cost burden for low- and moderate-income residents; and

WHEREAS, the County is conducting an equity-focused Community Climate Action Plan (CCAP) to identify and prioritize actions to protect Erie County from the impacts of climate change and to reduce greenhouse gas emissions to mitigate climate change; and

WHEREAS, it is important that the community is engaged and has a voice in the ECLIPSE and CCAP projects so that resulting County climate action programs and actions best reflect the needs of the community; and

WHEREAS, the County of Erie issued a Request for Proposals to retain a contractor to provide graphics, outreach, and marketing professional services associated with the Community Climate Action Plan and ECLIPSE projects; and

WHEREAS, a review committee evaluated the response to the Request for Proposals using a consistent scoring matrix; and

WHEREAS, the proposal review committee recommends The Buffalo News complete the requested consulting services.

NOW, THEREFORE, BE IT

RESOLVED, that The Buffalo News be retained to perform professional services over a 3-Year term; and be it further

RESOLVED, that the County Executive or Deputy County Executive is hereby authorized to enter into an agreement with The Buffalo News for an amount not to exceed \$125,000.00 subject to approval as to content by the Commissioner of the Department of Environment and Planning and approval as to form by the County Attorney's Office; and be it further

RESOLVED, that one individual work order may be funded from the DEP Paris/Climate Action budget, Account (110), G/L #51310, for up to \$55,000.00; and be it further

RESOLVED, that additional individual work orders may be funded from grant account SAP #162ECLIPSE1922 for up to \$70,000.00 each; and be it further

RESOLVED, that the Department of Environment and Planning shall notify the Legislature when a work order is assigned under this resolution; and be it further

RESOLVED, that certified copies of this resolution shall be furnished to the Office of the County Executive; the Director of the Division of Budget and Management; the Office of the County Attorney; the Office of the County Comptroller; Daniel Castle, Commissioner of Environment and Planning, and Bonnie Lawrence, Deputy Commissioner of Environment and Planning.



**ERIE COUNTY DEPARTMENT OF ENVIRONMENT & PLANNING
ERIE COUNTY CLIMATE ACTION PLAN AND OTHER MARKETING
SERVICES TERM CONTRACT
PROPOSAL REVIEW COMMITTEE RATINGS - SUMMARY**

MARK C. POLONCZAK, ESQ.
COUNTY EXECUTIVE

DAN CASTLE
COMMISSIONER

BONNIE LAWRENCE
DEPUTY COMMISSIONER

Rater	Proposer		
	Amplify Buffalo / The Buffalo News, Inc.	PivotPath, Inc.	Russo Media, Inc.
Reviewer #1	#1	#2	#3
Reviewer #2	#1	#2	#3
Reviewer #3	#1	#2	#3
Average Qualifications Scoring	1.0	2.0	3.0
QUALIFICATIONS RANKING	#1	#2	#3

Notes:

- The Selection Committee scored the Amplify Buffalo/The Buffalo News qualifications stronger than the other proposals in proposed approach, staff experience, and firm experience.
- The Selection Committee determined that Amplify Buffalo/The Buffalo News presented the strongest approach and experience regarding outreach to disadvantaged communities.

It is my opinion in recommending Amplify Buffalo/The Buffalo News, Inc., the Erie County Department of Environment and Planning has complied with all applicable provisions of Section 19.08 of the Erie County Administrative Code. Scoring sheets and other materials related to this matter are available for review at the Department of Environment and Planning offices during regular business hours.


 Maria R. Wyrte
 Deputy County Executive
 11/23/2021


 DAN CASTLE, COMMISSIONER DEP
 1/24/21