



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 6, 2024

OFFICIAL FILE COPY	
No.	<u>240309</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
HUMAN SERVICES	-L
WAYS & MEANS	

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Amend Resolution 340 of 2023 to Authorize Renewals of the Contract with Metrix Marketing, Inc. for the Implementation of an Employment Recruitment and Retention Advertising Campaign

Honorable Legislators:

I recommend that Your Honorable Body amend Resolution 340 of 2023 to authorize renewals of the contract with Metrix Marketing, Inc. for implementation of an employment recruitment and retention advertising campaign ("Ad Campaign") for up to four (4) additional one-year terms in an amount not to exceed \$370,000 per renewal.

The contract with Metrix Marketing, Inc. will allow work to continue recruitment and retention of Monroe County's workforce. The County workforce provides critical services throughout the county and it is imperative that positions are filled and services are able to be delivered to residents. The objectives of this ongoing Ad Campaign are to promote that the county remains competitive in today's job market, retains talented employees, and fills vacant positions. Monroe County wants residents to know that working in the County government can be a rewarding experience. The total contract amount will be divided amongst two Monroe County departments with Communications and Special Events to incur \$120,000 and the Department of Human Services to incur \$250,000 for a total aggregate amount not to exceed \$370,000.

A Request for Proposals was issued for this contract and Metrix Marketing, Inc. was the successful respondent.

The specific legislative action required is to amend Resolution 340 of 2023 to authorize renewals of the contract with Metrix Marketing, Inc., 40 Wildbriar Road, Rochester, New York 14623, for implementation of an employment recruitment and retention advertising campaign for up to four (4) additional one-year terms in an amount not to exceed \$370,000 per renewal.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is included in the 2024 operating budget of the Department of Communications and Special Events, general fund 9001, funds center 1801010000, Communications, and the Department of Human Services, general fund 9001, funds center 5102010000, Child and Family Services Administration and will be requested in future year budgets. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither Metrix Marketing, Inc., nor its principal officers, owe any delinquent Monroe County property taxes.

Kathy Driscoll, Owner
Kaylee Murray, CEO

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive

AJB:db