



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

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No.	<u>240327</u>
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Committee Assignment	
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October 4, 2024

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

Subject: Authorize a Contract with RRDA LI, Inc. to Provide Marketing Services for the Nurse Aide Training Program of Monroe Community Hospital

Honorable Legislators:

I recommend that Your Honorable Body authorize a contract with RRDA LI, Inc. to provide marketing services for the Nurse Aide Training Program ("NATP") of Monroe Community Hospital ("MCH") in an amount not to exceed \$200,000 for the period of December 1, 2024 through December 31, 2026.

To maximize the success of the NATP at MCH, it is necessary that MCH contract with a vendor that is able to promote, develop, and execute a comprehensive marketing strategy to increase enrollment and raise awareness of MCH and the NATP. These services include advertising, website design, video testimonials, promotional materials, social media management, public relations, search engine optimization, brand reputation services, and analytics and reporting in accordance with regulatory requirements and professional standards of practice.

A Request for Proposals was issued for this contract, and RRDA LI, Inc. was selected as the most qualified to provide this service.

The specific legislative action required is to authorize the County Executive, or his designee, to execute a contract and any amendments thereto, with RRDA LI, Inc., 2 Garden Court, Glen Head, New York 11545, to provide marketing services for the Nurse Aide Training Program of Monroe Community Hospital in an amount not to exceed \$200,000 for the period of December 1, 2024 through December 31, 2026.

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 Monroe Community Hospital, general fund 9301, funds center 6201010000, MCH Administration. 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 RRDA LI, Inc., nor its owner, Jaime Hollander, owe any delinquent Monroe County property taxes.

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