

By Legislators Hasman and Maffucci

Intro. No. \_\_\_\_

RESOLUTION NO. \_\_\_\_ OF 2024

**AUTHORIZING CONTRACT WITH RRDA LI, INC. TO PROVIDE MARKETING SERVICES FOR NURSE AIDE TRAINING PROGRAM OF MONROE COMMUNITY HOSPITAL**

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. The County Executive, or his designee, is hereby authorized to execute a contract and any amendments thereto, with RRDA LI, Inc. 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.

Section 2. Funding for this contract is included in the 2024 operating budget of Monroe Community Hospital, general fund 9301, funds center 6201010000, MCH Administration.

Section 3. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Human Services Committee; October 22, 2024 – CV: 9-0  
Ways & Means Committee; October 22, 2024 – CV: 11-0  
File No. 24-0327

ADOPTION: Date: \_\_\_\_\_ Vote: \_\_\_\_\_

**ACTION BY THE COUNTY EXECUTIVE**

APPROVED: \_\_\_\_\_ VETOED: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

EFFECTIVE DATE OF RESOLUTION: \_\_\_\_\_



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

October 4, 2024

<b>OFFICIAL FILE COPY</b>	
No.	<u>240327</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
<b>HUMAN SERVICES</b>	<b>-L</b>
<b>WAYS &amp; MEANS</b>	

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