



## Legislation Text

---

**File #:** 21-5323, **Version:** 1

---

**Department:** Harris County Resources for Children and Adults

**Department Head/Elected Official:** Joel Levine

**Regular or Supplemental RCA:** Regular RCA

**Type of Request:** Transfer of Funds Only

**Project ID (if applicable):**

**Vendor/Entity Legal Name (if applicable):**

**MWDBE Participation (if applicable):**

**Request Summary (Agenda Caption):**

Request for approval of rollover funding in the amount of \$236,265 for a previously approved rebranding project.

**Background and Discussion:**

On December 15, 2020 Commissioners Court approved the name change of Org 880 from Harris County Protective Services for Children and Adults (HCPS), to Harris County Resources for Children and Adults (HCRCA). A rebranding vendor was chosen via Purchasing's request for proposal process. This vendor will design and execute a new logo and marketing materials, branding strategy and guidelines, redesign website, conduct a social media campaign and provide consulting services. The use of rollover funding for this project was approved by Commissioners Court on May 11, 2021

**Expected Impact:**

The rebranding and marketing campaign will improve community understanding and perception of HCRCA's services, roles and responsibilities, eliminate brand confusion, attract donor support, and recruit employee talent.

**Alternative Options:**

They are no viable alternatives. The vendor was selected via an RFP with the Purchasing Department.

**Alignment with Goal(s):**

- Justice and Safety
- Economic Opportunity
- Housing
- Public Health
- Transportation
- Flooding

- \_ Environment
- \_ Governance and Customer Service

**Prior Court Action (if any):**

Date	Agenda Item #	Action Taken
5/11/2021	21-280	Court approved recommendations on Rollover requests.

**Location:**

Address (if applicable): 2525 Murworth, Houston, TX 77054

Precinct(s): Precinct 1

<b>Fiscal and Personnel Summary</b>				
Service Name		FY 21-22	Estimates	
			FY 22	Next 3 FYs
<b>Incremental Expenditures</b>				
Labor Expenditures		-	-	-
Non-Labor Expenditures		-	-	-
<b>Total Incremental Expenditures</b>		-	-	-
<b>Funding Sources</b> (General Fund, PIC Fund, Debt or CP, Grants, or Other - Please Specify)				
Existing Budget		-	-	-
		-	-	-
		-	-	-
Total Current Budget		-	-	-
Additional Budget Requested	General Fund	\$236,265	-	-
		-	-	-
		-	-	-
Total Additional Budget Requested		-	-	-
<b>Total Funding Sources</b>		<b>\$236,265</b>	-	-
<b>Personnel</b> (Fill out section only if requesting new PCNs)				
Current Position Count for Service		-	-	-
Additional Positions Requested		-	-	-
<b>Total Personnel</b>		-	-	-

**Anticipated Implementation Date:**

**Emergency/Disaster Recovery Note:** Not an emergency, disaster, or COVID-19 related item

**Contact(s) name, title, department:** Brian Baxendale, Division Director, Harris County Resources for Children

and Adults

**Attachments (if applicable):**