

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single / Sole Source Contract
Contract #E12961**

Background:

User Department:	DPW - Parking
Purchasing Agent:	Catina Slocum
Contract Description:	VSC for Parking Meters Equipment and Maintenance
Vendor Name and Location:	Automated Parking Technologies (Chicago, IL)
Contract Term:	February 16, 2014 through February 15, 2017 with the option to renew annually as needed
Requisition # and Date Received:	Req #14503, Received 2/16/2016
Original Contract Amount:	\$400,000.00
Expenditures to Date:	\$409,878.35
Current Contract Amount:	\$409,878.35

If Amendment, History of Contract Amendments:

Date	Item	Term	Cost
1/15/2014	Original Contract #E12961 – VSC for Parking Meters Equipment and Maintenance	2/16/2014 through 2/15/2017	\$400,000.00
12/9/2015	Amendment #1: Increase the estimated contract total by \$9,878.35 from \$400,000.00 to \$409,878.35.	N/A	\$9,878.35
Pending	Amendment #2: Increase the estimated contract total by \$390,364.80 from \$409,878.35 to \$800,243.15 and amend the contract term from 2/16/2015 through 2/15/2016 to 01/01/2016 through 12/31/2016.	01/01/2016 through 12/31/2016	\$390,364.80
Total (including the pending amendment)			\$800,243.15

Purpose of Contract/Amendment:

The purpose of this contract amendment is to provide continued equipment and maintenance support for the City's LUKE Parking Meters provided by Automated Parking Technologies, LLC. This amendment will amend the contract term from 2/16/2015 through 2/15/2016 to 01/01/2016 through 12/31/2016 and increase the estimated contract total by \$390,364.80 from \$409,878.35 to \$800,243.15 to cover ongoing extended warranty fees and other billable charges such as cleaning supplies and cleaning labor from 01/01/2016 through 12/31/2016.

Background:

An RFP was issued in 2006 by DPW to procure equipment for the City of Milwaukee and the LUKE Meters were selected for implementation. In 2009, an exception to bid contract was established with Automated Parking Technologies to purchase additional meters and parts. This contract is to maintain capability with the City's existing meters. Automated Parking Technologies is the only local authorized distributor in the State of Wisconsin and compatibility with the current meters and software is an overriding factor (the next closest vendor in the region is in Minneapolis, MN and they do not have a local presence). Currently, DPW - Parking is in the process of doing an analysis of actual parts replacement to get a better idea of costs associated with having the hardware & software maintenance contract in an effort to move away from these costs and have a parts-only warranty contract created. Also, the department has an internal staffing plan to request a new position(s) that would be responsible for doing the preventive maintenance work.

City Purchasing Director

Date

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single / Sole Source Contract
Contract #E14634**

Background:

User Department:	Milwaukee Health Department
Purchasing Agent:	Catina Slocum
Contract Description:	VSC for Marketing and Advertising Services for the Strong Baby Campaign
Vendor Name and Location:	Serve Inc. (Milwaukee, WI)
Contract Term:	5/2/2016 through 9/30/2016
Requisition # and Date Received:	Requisition #14634, Received 4/18/2016
Original Contract Amount:	\$161,000.00 (GRANT-FUNDED)
Expenditures to Date:	N/A
Current Contract Amount:	N/A

Purpose of Contract/Amendment:

The Milwaukee Health Department (MHD) is seeking to enter into a Vendor Service Contract for Marketing and Advertising Services with Serve Inc. (a non-profit advertising agency). The MHD will utilize the services of this vendor to advance a Strong Baby Campaign as part of the city-wide collaborative effort to reduce infant mortality rates. The contract period will be from May 2, 2016 through September 30, 2016 (to coincide with the grant expiration date) and the estimated contract amount will be \$161,000.00.

Background:

The Strong Baby Campaign is proprietary to Serve Inc., who first created and developed the campaign (first launched in 2011). This campaign was designed to engage the community in the crucial conversation around changing the conditions that can lead to stronger babies and help reduce Milwaukee's infant mortality rate. It is a comprehensive community awareness campaign for evidence-based nurse home visitation programs in the City of Milwaukee. The campaign was re-launched in September 2014 with a renewed focus on engaging the community via social media, earning more than 67,000 interactions with the Strong Baby Facebook page by December 2014. Through the Strong Baby Campaign, the MHD is hoping to normalize home visiting in Milwaukee through positive, proactive communication, and marketing efforts. The goal of the Campaign is to result in greater awareness of home visiting programs in Milwaukee, improved perception of home visiting programs, and increased referrals and retention of clients within home visiting programs.

As part of funding through the State of Wisconsin Department of Children and Families, the MHD was approved to work with Serve Inc. to create a Strong Baby Campaign supporting the MHD's home visiting programs. The vendor's duties will include creating a single Home Visiting/Strong Family website that will be the hub for all related resources, information and education; developing weekly creative content on critical behaviors associated with lowering infant mortality; tracking engagement weekly, and providing detailed monthly reporting on metrics and success of the social effort against target audiences (African-American and Latino families); creating a series of documentary-style videos using families who have experienced the home visiting program and how it helped them; creating public service announcements; and launching outdoor campaign advertising (bus shelters, bus sides and billboards). Lastly, the vendor will evaluate the effectiveness of select marketing and promotion strategies to inform future outreach efforts and inform partners statewide on Milwaukee-area efforts and results.

City Purchasing Director

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**Department of Administration
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**Finance & Personnel Committee Approval Required
For Single / Sole Source Contract
Contract #E13744**

Background:

User Department:	DOA – Environmental Collaboration Office (ECO)
Purchasing Agent:	Catina Slocum
Contract Description:	VSC for ME3 Sustainable Manufacturing Process Diagnostic and Assessment Program
Vendor Name and Location:	Wisconsin Manufacturing Extension Partnership (Madison, WI)
Contract Term:	01/01/2015 through 12/31/2015 with the option to extend for two (2) additional one (1)-year periods upon mutual consent
Requisition # and Date Received:	Requisition #14586, Received 3/29/2016
Original Contract Amount:	\$95,000.00 (GRANT-FUNDED)
Expenditures to Date:	\$73,947.00
Current Contract Amount:	\$95,000.00

If Amendment, History of Contract Amendments:

Date	Item	Term	Cost
3/25/2015	Original Contract – VSC for ME3 Sustainable Manufacturing Process Diagnostic and Assessment Program Approved by F&P Committee on: 3/25/2015	01/01/2015 through 12/31/2015	\$95,000.00
Pending	Amendment #1: Exercise the first (1 st) of two (2) options to extend the contract term one (1) year from 01/01/2016 through 12/31/2016 and increase the estimated contract total by \$79,000.00 from \$95,000.00 to \$174,000.00.	01/01/2016 through 12/31/2016	\$79,000.00
Total (including the pending amendment)			\$174,000.00

Purpose of Contract/Amendment:

The purpose of this amendment is for the ECO to continue the ME3 Sustainable Manufacturing Process Diagnostic and Assessment Program (i.e., how much energy, water, or other materials a manufacturer uses to produce its goods) with the Wisconsin Manufacturing Extension Partnership (WMEP). This extension is necessary to complement a grant from the Wisconsin Economic Development Corporation (WEDC) for implementation of projects identified by WMEP. This amendment will incorporate a vendor name change from Wisconsin Center for Manufacturing and Productivity, Inc. (WCMP) d/b/a Wisconsin Manufacturing Extension Partnership (WMEP) to Wisconsin Manufacturing Extension Partnership (WMEP is now a separate entity), exercise the first (1st) of two (2) options to extend the contract term one (1) year from 1/1/2016 through 12/31/2016, increase the estimated contract total by \$79,000.00 from \$95,000.00 to \$174,000.00 and increase the diagnostic costs from \$3,600.00 to \$5,000.00, assessment costs from up to \$5,000.00 to up to \$7,500.00 (after all Wisconsin Economic Development Corporation (WEDC) funds have been exhausted).

Background:

Wisconsin Manufacturing Extension Partnership (WMEP) is an affiliate of the Federal Government's National Institute of Standards and Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP), a national network of 59 centers that provide technical assistance to small and medium-sized manufacturers to increase growth, productivity, capacity and sustainability. For the past 20 years, the MEP has worked with manufacturers to realize cost savings, new sales, and retained sales. The MEP system produces more than \$1.4 billion in cost savings, \$9.1 billion in increased or

retained sales annually and provides companies with services and access to public and private resources that enhance growth, improve productivity, and expand capacity.

The City is partnering with the Federal Government to provide sustainable manufacturing services (“ME3” program) to area firms. In the past five years, the WMEP has helped manufacturers generate more than \$1.2 billion in economic impact through improvements in technology, productivity and profits, and created or saved nearly 4,400 state manufacturing jobs. WMEP is a national leader in sustainable manufacturing technical assistance and has developed proprietary services targeted at Wisconsin’s small and medium-sized manufacturers. WMEP is the only firm in the area associated with the Federal Government that can provide the required services on a large scale.

City Purchasing Director

Date

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single Source Contract
Contract #E12533**

Background:

User Department:	Police
Purchasing Agent:	Tykesha J. White
Contract Description:	Service Contract for Coordination & Support of Safety Initiatives
Vendor Name and Location:	Local Initiatives Support Corporation (LISC), Milwaukee, WI
Contract Term:	7/1/2013 – 3/31/2014
Requisition # and Date Received:	14612, 4/13/2016
Original Contract Amount:	\$50,000.00
Expenditures to Date:	\$97,807.83
Current Contract Amount:	\$150,000.00

Purpose of Amendment:

This represents the fourth (4th) amendment request by the Police Department to the original contract amount of \$50,000.00. This amendment extends the contract for one (1) year from 4/1/16 – 3/31/17, exercising the second (2nd) of three (3) allowable options to extend and increases the contract total by \$50,000.00 from \$150,000.00 to \$200,000.00 to cover ongoing services during the contract extension.

Background:

According to MPD, LISC is specially suited to comply with providing this service due to previous experience in working with the City of Milwaukee. LISC has a proven track record on working with the City of Milwaukee and across the county on public safety issues. LISC has developed an extensive network of public safety experts to support work in local communities like Milwaukee. Their national community safety initiative program has been in existence since 1994 and provides regular technical assistance in maintaining and developing public safety collaborations. Based on these reasons, MPD believes LISC is uniquely qualified to provide the necessary services under this contract.

City Purchasing Director

Date

History of Contract Amendments:

Date	Item	Term	Cost
7/17/13	Original Contract E12533 - Service Contract for Coordination & Support of Safety Initiatives. Approved By F&P 1/17/2013	7/1/13 – 3/31/14	\$50,000.00
2/26/14	Amendment 1 – Extended the contract for one (1) year from 4/1/14 – 3/31/15, added three (3) additional options to extend and increased the contract total by \$50,000.00 from \$50,000.00 to \$100,000.00. Approved By F&P 2/26/2014	4/1/14 – 3/31/15	\$50,000.00
3/17/15	Amendment 2 - Extended the contract for one (1) year from 4/1/15 – 3/31/16, exercising the first of three (3) allowable options to extend.	4/1/15 – 3/31/16	
9/16/15	Amendment 3 – Increased the estimated contract total by \$50,000.00 from \$100,000.00 to \$150,000.00 Approved By F&P 9/16/2015		\$50,000.00
Pending	Amendment 4 – Extend the contract for one (1) year from 4/1/16 – 3/31/17, exercising the second (2 nd) of three (3) allowable options to extend and increase the estimated contract total by \$50,000.00 from \$150,000.00 to \$200,000.00	4/1/16 – 3/31/17	\$50,000.00
Total (including the pending amendment)			\$200,000.00