

**CITY OF MILWAUKEE – DPW – CONTRACT ADMINISTRATION  
PROFESSIONAL SERVICE CONTRACT REQUEST**

Name & Title Rosalind Rouse, Water Marketing Specialist

DPW Division Milwaukee Water Works Date April 5, 2006

Telephone 414.286.2803 E-Mail rrouse@mpw.net

**Brief description of project and professional service sought**

The project is for professional services associated with producing a broadcast quality digital production about several aspects of the Milwaukee Water Works. The video will be used for educational purposes, recruiting and employee orientation, elected officials orientation, news media requests for video, and water marketing activities. The video will highlight the history of the utility, source water, the water treatment process, water quality control, plant operations, distribution, customer service, commercial use, accounting, and meter shop activities.

Estimated cost of professional services \$50,000

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**Reasons for Proposed Professional Service Contract.** Please check all of the following that apply. Explain reasons in the space provided below.

- Service required is professional, artistic, scientific, or creative
- Impossible or impractical to develop precise bidding specifications
- Project is experimental in nature

**Reasons**

**Milwaukee Water Works has need for the services of a firm with expertise and experience in script-writing, production, pre- and post-production, filming, and editing. It would be timely, efficient, and cost-effective to work with a firm that specializes in this type of production.**

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**Sole Source Professional Service Contract.** Any sole source professional service contract must be approved in writing by the Commissioner when less than \$25,000 in value and must be approved by the Common Council via resolution when greater than \$25,000. Explain reasons for proposed sole source professional service contract below.

**Reasons**

**Kelly Daley Video has expertise and experience producing videos for water utilities and manufacturers. He has produced many videos for the American Water Works Association and is familiar with the industry and Homeland Security regulations. He has produced other videos for the Milwaukee Water Works, so he has developed**

**considerable knowledge of our facilities and activities. He is familiar with our operations and security concerns. The effort required on the part of Milwaukee Water Works to bring a new firm on board to complete this project is neither efficient nor cost effective.**

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**Signature of Person Filling Out Form** \_\_\_\_\_

**Division Director's Approval** \_\_\_\_\_

**Date** \_\_\_\_\_

## **PROFESSIONAL SERVICE CONTRACT INFORMATION**

1. Service to be provided: Production of broadcast quality digital production about the Milwaukee Water Works
2. Date bids/proposals were due:
3. Number of proposals received:
4. Name of firm selected:
5. Value of contract:
6. EBE % of total contract value:
7. Names of EBE subcontractors:
8. Contract number:
9. Date contract let:
10. Division letting contract:
11. Contact person: