

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Sole Source Contract
Contract # E0000021294**

Background:

User Department:	Department of Administration – Office of the Director
Purchasing Agent:	Don Glover
Contract Description:	Vendor Service Contract for Vision Zero Advertising on Milwaukee County Transit
Vendor Name and Location:	Lamar Transit, LLC dba The Lamar Companies (Atlanta, GA)
Contract Term:	One (1) year from date of award with option to extend one (1) year upon mutual agreement
Requisition # and Date Received:	Req # 0000021898 & Received 05/11/2026
Original Contract Amount:	\$30,550.00
Expenditures to Date:	\$49,300.00
Current Contract Amount:	\$79,300.00

History of Contract Amendments:

Date	Item	Term	Cost
12/01/2025	Vendor Service Contract for Vision Zero F&P Committee Approval: Not Required	07/06/2025 through 07/05/2026	\$30,500.00
02/05/2025	Amendment #1: Increased the total contract value by \$19,000.00 from \$30,500.00 to \$49,500.00. F&P Committee Approval: Not Required	N/A	\$19,000.00
12/10/2025	Amendment #2: Increased the total contract value by \$50.00 from \$49,500 to \$49,550.00 to correct an error made under the first (1 st) amendment. Incorporated vendor addendum dated 11/06/2025, detailing the services, dates and cost proposed under the first (1 st) amendment. F&P Committee Approval: Not Required	N/A	\$50.00
Pending	Amendment #3: Increase the contract total by \$30,000.00 from \$49,550.00 to \$79,550.00. Additionally, the contract term is extended for one year, from 07/06/2026 through 07/05/2027, exercising the only option to extend.	07/06/2026 through 07/05/2027	\$30,000.00
Total (including the pending amendment)			\$79,550.00

Purpose of Amendment:

The purpose of this amendment is to amend the City's Vendor Service Contract for Vision Zero Advertising on Milwaukee County Transit with the Department of Administration Office of the Director with Lamar Transit, LLC dba The Lamar Companies by increasing the contract total by \$30,000.00 from \$49,550.00 to \$79,550.00. Additionally, the contract term is extended for one year, from 07/06/2026 through 07/05/2027, exercising the only option to extend.

Background:

The Vision Zero Initiative in Milwaukee has been highly effective in engaging residents and promoting the importance of safe driving with the goal of eliminating traffic fatalities by 2037. The campaign produced promotional materials displayed on MCTS buses and shelters over three cycles (approximately four weeks each), generating an estimated 27 million impressions per month. The additional funds will allow the Vision Zero Initiative in Milwaukee to continue this impactful campaign at a discounted rate, maintaining outreach to MCTS riders and producing an estimated 27 million additional impressions each month.

City Purchasing Director

Date

F&P Approval Presentation Date: 06/18/2026