

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single Source Contract
Contract #E0000020462**

Background:

User Department:	Department of Administration – Vision Zero Division
Purchasing Agent:	Shaunise Pierce
Contract Description:	Vendor Service Contract for an Anti-Speeding Media Campaign
Vendor Name and Location:	Creative Marketing Resources, Inc. (Milwaukee, WI)
Contract Term:	05/01/2024-12/31/2024
Requisition # and Date Received:	Requisition #0000020462 & Received 05/31/2024
Original Contract Amount:	\$160,000.00
Expenditures to Date:	n/a
Current Contract Amount:	\$160,000.00

Purpose of Contract:

Vision Zero, a program within the Department of Administration (DOA), is seeking to enter into a Single Source Vendor Service Contract for an Anti-Speeding Media Campaign with Creative Marketing Resources, Inc. (CMRignite), in the amount of \$160,000.00 and a contract term of 05/01/2024-10/31/2024. Vision Zero has a goal of eliminating traffic deaths in the City of Milwaukee. The purpose of this contract is to help amplify the anti-speeding message.

Background:

CMRignite was selected as a service provider through a competitive Request for Proposal (RFP) process conducted by the Department of Public Works for an anti-speeding media campaign. From an efficiency and a unified messaging standpoint, DOA-Vision Zero would like to maximize existing resources and create greater impact by building on DPW's existing campaign with CMRignite. CMRignite will purchase space and materials for anti-speeding messaging. The proposed plan includes five (5) 3D billboards in thirteen (13) priority zip codes and other forms of transit ads for twelve (12) weeks plus additional out of home advertising methods like vehicle stickers, posters, and window clings. Vision Zero will use operating funds for this contract.

City Purchasing Director

Date

F&P Approval Presentation Date: 06/26/2024

**Department of Administration
Purchasing Division**

**Finance & Personnel Committee Approval Required
For Single Source Contract
Contract #E0000020003**

Background:

User Department:	Assessor's Office
Purchasing Agent:	Diana Herrejon
Contract Description:	Vendor Service Contract for Printing and Mailing Assessment Notices
Vendor Name and Location:	A.B. Data, Ltd. (Milwaukee, WI)
Contract Term:	Three (3) years from the date of award (01/10/2024 – 01/09/2027) with two (2) options to extend for one (1) year terms
Requisition # and Date Received:	Requisition #0000020468 & Date Received 05/10/2024
Original Contract Amount:	\$90,000.00
Expenditures to Date:	\$77,078.11
Current Contract Amount:	\$90,000.00

History of Contract Amendments:

Date	Item	Term	Cost
01/10/2024	Original Contract - Vendor Service Contract for Printing and Mailing Assessment Notices. F&P Approval Presentation Date: 01/10/2024	01/10/2024 through 01/09/2027	\$90,000.00
Pending	Amendment #1: Increase the contact total by \$106,626.00 from \$90,000.00 to \$196,626.00.	n/a	\$106,626.00
Total (including the pending amendment)			\$196,626.00

Purpose of Amendment:

This is a recommendation to amend the City's existing Vendor Services Contract for Printing and Mailing Assessment Notices with A.B. Data, Ltd. by increasing the contact total by \$106,626.00 from \$90,000.00 to \$196,626.00. The additional funds are required to process invoices for the current year and to cover the costs for the next year.

Background:

A.B. Data, Ltd. (A.B. Data) plays an essential role in the assessment notice process of the Assessor's Office. Prior to publishing the assessment notices, the Department of Revenue (DOR) needs to approve them. A.B. Data works with the Assessor's Office to format the notices to include the required information from DOR. The approved formatted notice is then provided electronically by A.B. Data, making it easier for the Assessor's Office to search through the data. Previously, the data was provided in three (3) files, each containing over 50,000 notices, which was time-consuming to search through. A.B. Data now provides the data in six (6) files in tax-key order, making it faster to search for a specific notice. A.B. Data also provides a blank copy of the notice so that the Assessor's Office can send out an updated notice with new ownership information. A.B. Data has specific insight into the Assessor's Office needs and knowledge of services, ensuring a smooth assessment notice process.

City Purchasing Director

Date

F&P Approval Presentation Date: 06/26/2024