

**Department of Administration  
Purchasing Division**

**Finance & Personnel Committee Approval Required  
For Single / Sole Source Contract  
Contract #13123**

**Background:**

<b>User Department:</b>	Common Council City Clerk
<b>Purchasing Agent:</b>	Mason Lavey
<b>Contract Description:</b>	Vendor Service Contract for Channel 25 Digital Conversion
<b>Vendor Name and Location:</b>	AVI Systems, Inc. (Brookfield, WI)
<b>Contract Term:</b>	05/29/2014 – 12/31/2014
<b>Requisition # and Date Received:</b>	14716 - Received 05/19/2016
<b>Original Contract Amount:</b>	\$175,000.00
<b>Expenditures to Date:</b>	\$301,968.12
<b>Current Contract Amount:</b>	\$305,000.00

**If Amendment, History of Contract Amendments:**

<b>Date</b>	<b>Item</b>	<b>Term</b>	<b>Cost</b>
05/29/2014	Original Contract: VSC for Channel 25 Digital Conversion for a period of six (6) months from 05/29/2014 to 12/31/2014 and an estimated contract total of \$175,000.00.  Capital Improvements Project (BU110140400): Phase I  Approved by F&P Committee on: 05/29/2014	05/29/2014 to 12/31/2014	\$175,000.00
04/15/2015	<b>Amendment #1:</b> Incorporate the option to extend annually upon mutual agreement, increase the estimated contract total by \$130,000.00 from \$175,000.00 to \$305,000.00 and extend the contract for one (1) year from 01/01/2015 to 12/31/2015.  Capital Improvements Project (BU110140400): Phase II  Approved by F&P Committee on: 04/15/2015	01/01/2015 to 12/31/2015	\$130,000.00
<b>Pending</b>	<b>Amendment #2:</b> Increase the estimated contract total by \$225,000.00 from \$305,000.00 to \$530,000.00 and extend the contract for one (1) year from 01/01/2016 to 12/31/2016.  Capital Improvements Project (BU110140400): Phase III	01/01/2016 to 12/31/2016	\$225,000.00
<b>Total (including the pending amendment)</b>			<b>\$530,000.00</b>

**Purpose of Contract/Amendment:** The purpose of this amendment is to allow time for the completion of Phase III of the Channel 25 Digital Conversion Project. This contract will increase the estimated contract total

by \$225,000.00 from \$305,000.00 to \$530,000.00 and extend the contract for one (1) year from 01/01/2016 to 12/31/2016.

**Background:** In 2014 Purchasing Division issued a Request for Information (RFI) to determine the number of vendors capable of providing the services required to affectively complete the Channel 25 Digital Conversion Project. At that time procurement Services did not receive a response to the RFI.

The Channel 25 Digital Conversion Project required a vendor with extensive experience in broadcast television equipment, digital video and audio system design, as well as system installation.

Based on the market research performed by Purchasing Division by issuing an RFI outlining the services required, AVI Systems, Inc. was the only known vendor in the State of Wisconsin with the engineering experience to complete the Channel 25 Digital Conversion Project. In addition, AVI Systems, Inc.'s engineering and installation experience; they are the only known vendor that provides warranty work on broadcast electronics.

Channel 25 Digital Conversion Project:

- Phase I:        Equipment Installation and replacement of Master Control Area
- Phase II:      Equipment Installation and Analog to Digital Production conversion
- Phase III:     Equipment Installation and High Definition System conversion

For these reasons the Common Council City Clerk is requesting an increase of \$225,000.00 from \$305,000.00 to \$530,000.00 to ensure adequate funding for the completion of Phase III of the Channel 25 Digital Conversion Project.

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City Purchasing Director

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Date

**Department of Administration  
Purchasing Division**

**Finance & Personnel Committee Approval Required  
For Single / Sole Source Contract  
Contract #E14240**

**Background:**

<b>User Department:</b>	Milwaukee Health Department (MHD)
<b>Purchasing Agent:</b>	Catina Slocum
<b>Contract Description:</b>	VSC Community Health Worker Project Services
<b>Vendor Name and Location:</b>	Southeast Asian Educational Development, Inc. d/b/a Milwaukee Consortium for Hmong Health (Milwaukee, WI)
<b>Contract Term:</b>	10/1/2015 through 6/30/2016 with the option to extend upon mutual consent
<b>Requisition # and Date Received:</b>	Requisition #14743, Received 6/10/2016
<b>Original Contract Amount:</b>	\$52,145.00 (GRANT-FUNDED)
<b>Expenditures to Date:</b>	\$77,145.00
<b>Current Contract Amount:</b>	\$77,145.00

**If Amendment, History of Contract Amendments:**

Date	Item	Term	Cost
10/27/2015	Original Contract – VSC for Community Health Worker Project Services <b>Approved by F&amp;P Committee on 10/27/2015</b>	10/1/2015 through 6/30/2016	\$52,145.00
3/23/2016	Amendment #1: Increase the estimated contract total by \$25,000.00 from \$52,145.00 to \$77,145.00. <b>Approved by F &amp; P Committee on 3/23/2016</b>	N/A	\$25,000.00
Pending	<b>Amendment #2: Extend the contract term one (1) year from 7/1/2016 through 6/30/2017 and increase the estimated contract total by \$125,000 from \$77,145.00 to \$202,145.00.</b>	7/1/2016 through 6/30/2017	\$125,000.00
<b>Total (including the pending amendment)</b>			<b>\$202,145.00</b>

**Purpose of Contract/Amendment:**

The purpose of this contract amendment is for the MHD to continue to provide Community Health Worker Project Services with the Milwaukee Consortium for Hmong Health. This project focuses on public education, targeted outreach and patient navigation services in order to increase breast and cervical cancer screening for low-income women who are uninsured or under-insured in the Hmong community. This amendment will extend the contract term one (1) year from 7/1/2016 through 6/30/2017 and increase the estimated contract total by \$125,000.00 from \$77,145.00 to \$202,145.00.

**Background:**

The Wisconsin Well Woman Program (WWWP) is partnering with the MHD's Milwaukee Breast and Cervical Cancer Awareness Program (MBCCAP) and the Milwaukee Consortium for Hmong Health for the Community Health Worker Project. This vendor was specifically named in a proposal provided by the State of Wisconsin to complete the required contract deliverables provided by the Centers for Disease Control to the State of Wisconsin. Additional grant funds are being provided to the WWWP by the State of Wisconsin, Department of Health Services/Division of Public Health for the Consortium for Hmong Health. This agency has requested that these funds go to this specific agency to complete State of Wisconsin objectives for a Community Health Worker Project.

The Consortium for Hmong Health will be responsible for hiring one full-time community health worker (CHW) that speaks Hmong fluently, has extensive knowledge of the WWWP and has experience working with the Hmong community and one part-time CHW to provide assistance on this project. Project services will

include modifying/updating the current Consortium cancer modules and curriculum to expand breast and cervical cancer education and outreach; presenting at statewide, regional and local meetings and conferences describing the project objectives, activities and outcomes; serving on the Wisconsin Breast Cancer Task Force; developing a referral process for eligible women to WWP or other sources for breast and cervical cancer screening; identifying and documenting women who will benefit from patient education services and obstacles that may have prevented them from accessing breast and cervical cancer screening and document/report contract deliverables to the WWP Director in January and August 2017 to ensure activities listed in the proposal are completed. For this grant cycle, the MHD is hoping to provide breast and cervical screenings to one hundred (100) women. The first (1<sup>st</sup>) year of this project is focused on the onboarding of new staff, training and establishing relationships needed for full implementation and any clients reached during this period will serve as a baseline for future outcomes.

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City Purchasing Director

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Date

**Department of Administration  
Purchasing Division**

**Finance & Personnel Committee Approval Required  
For Single / Sole Source Contract  
Contract #E14736**

**Background:**

<b>User Department:</b>	Milwaukee Health Department
<b>Purchasing Agent:</b>	Catina Slocum
<b>Contract Description:</b>	VSC for Public Health Messaging and Media Campaign Services
<b>Vendor Name and Location:</b>	Kane Communications Group, LLC (Milwaukee, WI) <b>SBE-Certified</b>
<b>Contract Term:</b>	6/1/2016 through 9/30/2016
<b>Requisition # and Date Received:</b>	Requisition #14736, Received 6/1/2016
<b>Original Contract Amount:</b>	\$65,175.00 (O & M and GRANT-FUNDING)
<b>Expenditures to Date:</b>	N/A
<b>Current Contract Amount:</b>	N/A

**Purpose of Contract/Amendment:**

The Milwaukee Health Department (MHD) is seeking to enter into a Vendor Service Contract for Public Health Messaging and Media Campaign Services with Kane Communications Group, LLC (KCG) for development of appropriate public health messaging and media campaigns regarding the Zika virus, the City's Community Health Improvement Plan (CHIP) and on-going support for emerging public health issues. The MHD is developing a Zika Action Plan for the City of Milwaukee and the MHD lab is working towards being able to test for the Zika virus. The first confirmed Zika case of a City resident was determined on 6/21/2016. As program needs are identified, grant and/or O & M funding sources will align with the related program needs/activities. The contract period will be from 6/1/2016 through 9/30/2016 and the estimated contract amount will be \$65,175.00.

**Background:**

Time is of the essence with the absence of the Health Communications Director this summer, the MHD is looking for out-sourced communications support to develop and execute campaigns through the summer and provide on-going communications support for media and crisis management. These include, but are not limited to the following areas: Zika virus (the CDC and other health agencies anticipate Zika will become more prominent in the U.S. during the summer of 2016 and the City wants to be prepared with both public and physician awareness campaigns), CHA/CHIP campaign (The Community Health Assessment is the first step of the larger CHIP initiative and provides rich and important data about the health of the Milwaukee community. The CHIP will leverage this data to identify goals and action steps to improve the community's health, which is required for accreditation). Additional areas include heroin/opioid awareness, strategic communications planning and media relations/crisis communications.

KCG is a "one stop shop" for effective development of these types of public health campaigns. This firm has the ability to design/develop a campaign that includes website & data management, social media outreach, video production and community outreach. The MHD does not have the ability to plan, design and market major campaigns "in-house" and they could not find another vendor who had all these components "in-house". KCG has experience in conducting similar campaigns for other government and/or health agencies. Lastly, the department is interested in retaining KCG for on-going communications support once the Health Communications Director returns.

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City Purchasing Director

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Date

**Department of Administration  
Purchasing Division**

**Finance & Personnel Committee Approval Required  
For Single Source Contract  
Contract #E0000014535**

**Background:**

<b>User Department:</b>	Milwaukee Police Department ("MPD")
<b>Purchasing Agent:</b>	Karen Jeffries, CPPB
<b>Contract Description:</b>	VSC for Body-Worn Camera System (BWCS) Problem-Solving Demonstration Project
<b>Vendor Name and Location:</b>	The Urban Institute, Washington, DC
<b>Contract Term:</b>	04/13/2016 through 09/30/2018
<b>Requisition # and Date Received:</b>	0000014535, 03/03/2016
<b>Original Contract Amount:</b>	\$399,746.00 (GRANT-FUNDED)
<b>Current Contract Amount:</b>	\$399,746.00

**Purpose of Contract:**

The Milwaukee Police Department (MPD) is seeking to enter into a contract to partner with the Urban Institute to conduct research on the impacts of the use of body-worn cameras recently purchased by the City in 2015, in accordance with the acceptance of the FY 15 Smart Policing Initiative: Body-Worn Camera Problem-Solving Demonstration Program Grant awarded by the Department of Justice Office of Justice Programs and approved for acceptance and expenditure by the Common Council Public Safety Committee on June 23, 2016.

The project goals are:

1. Devise an implementation plan for the Body-Worn Camera System (BWCS) strategy that addresses the concerns of citizens and line officers
2. Determine how the BWCS strategy improves desired outcomes (e.g., reduced citizen complaints and use of force, case specific evidentiary value, etc.)
3. Analyze the degree to which BWCS's are cost-beneficial
4. Generate and disseminate a report upon request on lessons that can inform law enforcement agencies nationwide on methods of camera use and deployment that achieve intended outcomes

MPD, through the assistance of the Urban Institute, will analyze baseline data on the nature and volume of police-citizen encounters. This information will be used to devise an implementation plan for the department's overall BWCS strategy. The MPD will roll out the BWCS strategy at the conclusion of the implementation plan. MPD and the Urban Institute will jointly collect a host of administrative data on performance measures and outcomes to determine how the BWCS strategy impacted officer behaviors. Finally, a comprehensive cost-benefit analysis will be completed. MPD anticipates summarizing major findings in a detailed report, and making that report available to our federal, state and local partners.

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City Purchasing Director

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Date