




**Ghassan Korban, P.E.**  
Commissioner of Public Works

**Jeffrey S. Polenske**  
City Engineer

**Department of Public Works**  
Infrastructure Services Division

## MEMORANDUM

**To:** Members of the Joint Committee on Downtown Streetcar Implementation

**From:** Ghassan Korban, Commissioner of Public Works and Committee Chairman 

**Date:** Nov. 16, 2017

**Re:** DPW Issuance of Request for Proposals for Marketing The Milwaukee Streetcar

The Milwaukee Department of Public Works (DPW) intends to issue a Request for Proposals (RFP) on Tuesday Nov. 21, 2017, for marketing services for The Milwaukee Streetcar.

Respondents will be asked to provide proposals for a scope of services that includes development and implementation of an overall marketing and communications plan; outreach materials and advertisement development; brand activation; creation and management of a system website and social media platforms; public relations coordination; market research; service education and awareness campaign; sponsorship and advertising revenue assistance; streetcar promotional events, including opening day event coordination and promotion; coordination with third-party stakeholder organizations; and management of stakeholder data bases.

Criteria to be used in the selection process include approach, prior experience, qualifications and contract costs.

The RFP will be available on DPW's website: <http://city.milwaukee.gov/mpw>. Proposals will be due by 4 p.m. Dec. 22, 2017. A respondent will be chosen in early 2018. The contract will run for three years, with two possible one-year extensions.

cc Mayor Tom Barrett

Honorable Common Council members

Yashica Byrd  
Committee Staff Assistant

