



Legislation Text

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171190
ORIGINAL

ALD. LEWIS

Resolution implementing a footnote to the 2018 Budget relating to a Request for Proposals for a lead water-service line information marketing campaign.

This resolution implements a footnote to 2018 Budget (Amendment 1G) stating the intent of the Common Council in funding the Health Department's information marketing campaign regarding lead water-service lines. The intent is for a competitive Request for Proposals process that requires the vendor for the marketing campaign to be either a resident of the City of Milwaukee or an owner of a business located in the City of Milwaukee. Selection of the vendor shall be approved by the Council.

Whereas, The Health Department is tasked with educating the public about the dangers of lead water-service lines and the best methods for mitigating that danger; and

Whereas, The Health Department intends to hire a marketing company to assist with its educational campaign; and

Whereas, Employing residents and owners of businesses located in Milwaukee is essential to a vibrant local economy; and

Whereas, The footnote in the 2018 Budget (Amendment 1G) states: "Operating Expenditures Total" in the Health Department's budget, "(1) It is the intent of the Common Council that funding for the Lead Water Service lateral Information Marketing Campaign be issued through a competitive RFP process that requires the vendor for the marketing campaign to be either a resident of or owner of a business located in Milwaukee and that selection of the vendor be approved by the Council."; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Health Department is directed to issue a Request for Proposals for the lead water-service line information marketing campaign; and, be it

Further Resolved, That the vendor for the marketing campaign shall be either a resident of the City of Milwaukee or an owner of a business located in Milwaukee and that selection of the vendor shall be submitted to the Council for its approval.

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Tea Norfolk
11/15/2017

