



## Legislation Text

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**File #:** 211438, **Version:** 1

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211438  
SUBSTITUTE 1

### ALD. COGGS

Substitute resolution accepting a gift of services from Yolobe, Inc. for upgrading and developing the DirectConnectMKE platform.

This resolution accepts a gift of services from Yolobe, Inc. in the amount of \$2,053,200 for upgrading and developing the DirectConnectMKE platform.

Whereas, On October 17, 2017, the Common Council adopted File Number 170979, a resolution directing the City Clerk to sign a Memorandum of Understanding between Yolobe, Inc. and the City of Milwaukee, authorizing the City to accept, as a gift, services from Yolobe, Inc., relating to the design of DirectConnectMKE, which was formerly known as Click2Work; and

Whereas, DirectConnectMKE is a social media software platform that allows youth and young adults to easily access opportunities related to jobs, internships, training, and professional connections; and

Whereas, DirectConnectMKE allows users to create personalized profiles and directly communicate with other members, recruiters, and employers; and

Whereas, On December 19, 2017, the Common Council adopted File Number 171279, a resolution approving a contract between Yolobe, Inc., and the City of Milwaukee relating to administration and implementation of DirectConnectMKE; and

Whereas, On December 18, 2018, the Common Council adopted File Number 181256, a resolution renewing the contract between Yolobe, Inc. and the City of Milwaukee for the creation and implementation of DirectConnectMKE; and

Whereas, In 2021, working with the Office of Workforce Development in the City Clerk's Office, Yolobe, Inc., launched a new DirectConnectMKE platform with upgraded app and website functions, helping to expand DirectConnectMKE's reach and usage by 66.4% since January 2020; and

Whereas, As a result of recent upgrades to services, DirectConnectMKE's membership rose from 729 members in January 2020 to 1,207 in December 2021, while the number of total networks supported by the platform increased from 45 in 2020 to 53 in 2021; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City of Milwaukee accepts a gift of services from Yolobe, Inc. in the amount of \$2,053,200 for upgrading and developing the DirectConnectMKE platform.

Common Council - City Clerk's Office

LRB177161-2  
Alex Highley  
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