

County of Milwaukee
Interoffice Communication

18-674

DATE: 8/27/2018
TO: Marcelia Nicholson, Chairperson, Economic and Community Development Committee
FROM: Donna Brown-Martin, Director, Department of Transportation
SUBJECT: MCTS Marketing Contract

BACKGROUND

The Milwaukee County Board of Supervisors requested a written informational report from the Director, Community Business Development Partners, Department of Administrative Services, on the Milwaukee County contract for Advertising Services for Milwaukee Transport Service's Marketing Department.

Marketing/Advertising Services Contract

The Milwaukee County Transit System (MCTS) is currently contracted with Boelter + Lincoln (B+L) to handle marketing and advertising services. As part of the contract, B+L works with two DBEs, Creative Marketing Resources (CMR) and G. Moxie. The five-year contract between MCTS and B+L began in the spring of 2016 and runs until 2021.

Though the first two-and-a-half years of the contract, B+L has focused their efforts on two large projects, the redesign and launch of the new RideMCTS.com web-site, and the development and launch of the Ride MCTS app. Because of the specialized nature of those two projects, B+L was not able to use the services of CMR or G. Moxie in the first part of the contract. However, as MCTS has now shifted their focus to more community outreach and engagement, that is changing. CMR will be leading community outreach and engagement efforts around MCTS NEXT in November and December and in 2019. As MCTS develops its 2019 and 2020 Marketing Plans, they will also address DBE spending with G. Moxie. By the end of 2018, B+L's DBE billings are expected to be about seven percent of the contract and that number is only expected to increase in 2019 as more work around MCTS NEXT will be needed.

B+L has committed to MCTS they have every intention of meeting their goal of 20% DBE utilization.

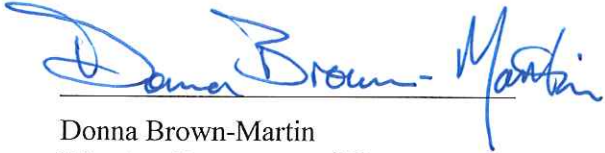
RECOMMENDATION

This report is for informational purposes unless otherwise directed.

Prepared by:

Brendan Conway, Chief Marketing & Communications Officer, MCTS
Dan Boehm, President & Managing Director, MCTS

Approved by:

A handwritten signature in blue ink that reads "Donna Brown-Martin". The signature is written in a cursive style with a horizontal line underneath the name.

Donna Brown-Martin
Director, Department of Transportation

cc: Chris Abele, County Executive
Raisa Koltun, Chief of Staff, County Executive
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Joe Lamers, Budget Director, DAS - PSB
Steve Cady, Research Director, Office of the Comptroller