



Milwaukee County

OFFICE OF EMERGENCY MANAGEMENT

Cassandra Libal, Director

Date: July 14, 2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Cassandra Libal, Director, Milwaukee County Office of Emergency Management

Subject: From the Director, Office of Emergency Management, requesting approval of a professional services agreement with Mueller Communications, exceeding \$100,000, commencing on May 1, 2021, for vaccine communication and outreach to individuals who have difficulty leaving their homes, County employees, and other vulnerable populations.

File Type: Action Report

Issue

Implementation of Wisconsin Statutes 59.21(31) with regard to purchase of professional service agreements (under the Milwaukee General ordinance Chapter 56) requires County Board review to award the initial agreement, or fee extension(s) to the original agreement, when the total contractual fee exceeds \$100,000 but is less than \$300,000. The Director of the Office of Emergency Management is requesting approval of a professional service agreement with Mueller Communications to provide vaccine communication and outreach to Milwaukee County employees, individuals who have difficulty leaving their homes, and other vulnerable populations in need of vaccines

Background

In May 2021, Mueller Communications began working with the Office of Emergency Management to provide communication and outreach support with the goal of increasing the COVID-19 vaccination rate, particularly among Milwaukee County employees and affiliate workers and individuals who have difficulty leaving their homes. The total estimate for this work was \$100,000 and was accounted for from the County's pandemic response Fund 50004.

In April 2021, the Department of Health and Human Services Aging Division was awarded a \$200,000 grant from the State of Wisconsin Department of Health Services specifically to work with individuals who have difficulty leaving their homes. Mueller Communications estimates that \$45,000 of their efforts for this target population could be charged to the DHS grant. In order to maximize resources and break down silos between departments, OEM and DHHS request to increase the contract with Mueller Communications to \$145,000 with a start date of May 1, 2021. This will enable more resources to be

dedicated to increasing the vaccination rate of Milwaukee County employees and other high-need sub-populations of the community.

Recommendation

The Director of the Office of Emergency Management recommends approval of this professional service agreement with Mueller Communications to provide vaccine communication and outreach to individuals who have difficulty leaving their homes, County employees, and other vulnerable populations

Prepared By: Paul Riegel, Emergency Management Division Director

Approved By: Cassandra Libal, Director, Office of Emergency Management

Attachments

- Fiscal Note
- Mueller Communications Agreement