



Detroit Water and Sewerage Department

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Legislation Text

File #: 19-00339, **Version:** 1

The Board of Water Commissioners for the City of Detroit, Water and Sewerage Department authorizes the Director to approve **DWSD Amendment No. 1 to Contract No. 6001167 (CS-1874) to add \$500,000 in funding, for a total amended amount of \$3,499,280 and to extend the term through 6/30/20 with Mort Crim Communications**, and also authorizes the Director to take such other action as may be necessary to accomplish the intent of this vote.

Agenda of December 18, 2019

Item No. 19-00339

Contract No.: 6001167 (CS-1874)

Proposed Amendment No. 1

Contractor: Mort Crim Communications

Address: 155 Congress, Suite 501, Detroit, MI 48226

Current Contract Amount: 2,999,280 (includes \$1,000,000 for media buys)

Proposed Amendment No. 1 Amount: \$500,000

Proposed Amended Contract Not to Exceed: \$3,499,280 (includes \$1,000,000 for media)

Current Contract Term: 02/01/18 - 01/31/20 (2 years)

Proposed Extension: 02/01/20 - 06/30/20 (5 months)

TO: The Honorable
Board of Water Commissioners
City of Detroit, Michigan

FROM: Gary Brown, Director
Detroit Water and Sewerage Department

**RE: Proposed Amendment No. 1 to DWSD Contract No. 6001167
Public Relations and Communication Services from Mort Crim Communications, Inc.**

MOTION

Upon recommendation of Mamata Burgi, Procurement Manager, the Board of Water Commissioners for the City of Detroit, Water and Sewerage Department, authorizes the Director to approve **DWSD Amendment No. 1 to Contract No. 6001167 (CS-1874) to add \$500,000 in funding, for a total amended amount of \$3,499,280 and to extend the term through 6/30/20 with Mort Crim Communications**, and also authorizes

the Director to take such other action as may be necessary to accomplish the intent of this vote

BACKGROUND & JUSTIFICATION

Public Relations services provide customers and stakeholders with timely and accurate information, build public trust and confidence, and promotes DWSD's good stewardship of revenues and assets. DWSD has been working with Mort Crim Communications to increase increasing public awareness and understanding of DWSD's mission, vision and programs, and to promote DWSD's strengths as a first class water utility provider by highlighting:

- Substantial improvements in DWSD's customer service and billing
- DWSD's payment assistance plans which are the most generous in the country
- DWSD's commitment to providing safe drinking water for public health and safety
- DWSD's \$500 million Capital Improvement Project that will provide jobs and opportunities

This amendment will allow Mort Crim Communications, Inc. to continue providing public relations and communication consulting services by advertising the strengths and changes within DWSD to the community.

PROCUREMENT METHOD

The original Contract No. 6001167 (CS-1874) for Public Relations and Communication Consulting Services was competitively solicited as a Request For Proposals (RFP) in 2017. The contract was awarded to the highest -ranking proposer, Mort Crim Communications. The BOWC approved the contract on January 17, 2017 for \$2,999,280, which includes \$1,000,000 towards media ad purchases.

SUMMARY

A.	Contract No.:	6001705
B.	Initial Contract Term:	2/1/18 - 1/31/20 (2 years)
C.	Proposed Extension:	2/1/20 - 6/30/20 (5 months)
D.	Initial Contract Amount:	\$2,999,280 (includes \$1 million for media)
E.	Proposed Amendment No. 1 Amount:	\$ 500,000
F.	Proposed New Total Contract Amount:	\$3,499,280
G.	Funding Source:	O&M Funds
H.	GL String(s):	
		5720-20166-481101-616100-900278-10790-0000-000000 - 30%
		5820-20177-491101-616100-900278-15805-0000-000000 - 70%

This proposed amendment was presented to the DWSD Finance Committee on 12/04/19. Per the DWSD Procurement Policy, no other approvals are required.