

**CITY OF WAUKESHA****Administration**

201 Delafield Street, Waukesha, WI 53188  
Tel: 262.524.3701 fax: 262.524.3899  
www.ci.waukesha.wi.us

<b>Common Council Item Number:</b> <a href="#">Click here to enter text.</a>	<b>Date:</b> <b>5/15/2017</b>
<b>Submitted By:</b> Ron Grall, Director of Parks, Recreation & Forestry Joanna Adamicki, Special Events Coordinator	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator <b>KL</b>
<b>Finance Department Review:</b> Rich Abbott, Finance Director <b>RA</b>	<b>City Attorney's Office Review:</b> Brian Running, City Attorney <b>BR</b>
<b>Subject:</b> To recommend approval of proposed license agreement with Mobile Media Technologies, LLC Company for permission-based, mass notification services for special events.	

**Details:**  
TextCaster is a permission-based mass notification service. Through this program, residents and visitors will be able to receive Special Event Information via text message. Goals include providing efficient, timely, accurate and exciting event information to Waukesha residents who have opted in to the program. The service would be utilized for one year and be re-evaluated. Appropriate records retention will be utilized.

**Options & Alternatives:**  
Utilizing text messaging is an alternative method of marketing to tech-savvy residents providing another avenue for promotion of special events in the parks. Research has shown a 99% open rate of text messages. The alternative is to increase use of other, more costly avenues of promotion including print ads and flyers.

**Financial Remarks:**  
The indicated 2017 contract for services and program set up is \$1,200 and will be expended through account Other Professional Services 5990.52190.

**Executive Action:**  
Recommend approval of contract between City of Waukesha and Mobile Media Technologies LLC and authorize the Mayor to enter into this contract.

**Committee Recommendation:**  
The Parks, Recreation & Forestry Board will address this item at their May 15, 2017 meeting.

