



CITY OF WAUWATOSA
MEMO

To: **Financial Affairs Committee**

From: **Barbara Kadrach, Fire Chief**

Date: **July 21, 2026**

Subject: **Request to waive the competitive bidding process**

A. Issue

The Wauwatosa Fire Department recognizes the importance of providing evidence-based mental wellness, resilience, and performance coaching resources to firefighters. Sharp Performance provides a comprehensive cognitive performance coaching platform that integrates coaching, training, and customized resource management within a single mobile application. They are the only commercially available platform known to provide these services in a unified solution. The department is requesting to waive the competitive bidding process to implement this program.

B. Background/Options

The program is intended to support firefighter wellness through preventative performance coaching, stress management resources, and early intervention strategies designed to reduce the impacts of occupational stress and other job-related challenges. The implementation of this platform is expected to support the Department's efforts to promote mental wellness, reduce stigma associated with seeking assistance, and enhance overall member well-being and resilience. This program is specifically designed for First Responders and those who work in the high-stress work environment of fire and EMS.

C. Strategic Plan (Area of Focus)

Health & Safety

D. Fiscal Impact

The proposed service includes access for all Wauwatosa Fire Department members and their spouses under a one-year agreement at a cost of \$30,000. The purchase is eligible for funding through the Wisconsin Department of Health Services EMS Funding Assistance Program, which will provide the necessary funding for the one-year agreement.

Not providing this resource can lead to an increased risk to the Fire Department and the City, possibly resulting in undetermined fiscal impacts.

E. Recommendation

Recommending the authorization for a one-year agreement with Sharp Performance in an amount not to exceed \$30,000, and authorizing the appropriate City officials to execute all documents necessary to complete the purchase and agreement, and embrace the wellness of its WFD employees by implementing this beneficial program.