



Department of Employee Relations

February 21, 2020

Alderswoman Milele Coggs, Chairwoman
City of Milwaukee Common Council Finance and Personnel Committee
200 East Wells Street, Room 205
Milwaukee, WI 53202

Tom Barrett
Mayor

Maria Monteagudo
Director

Renee Joos
Employee Benefits Director

Nicole Fleck
Labor Negotiator

File No: 191644 Regarding a Request for Proposal for a Benefits Communication Tool

Dear Alderswoman Coggs and Finance Committee Members:

The City of Milwaukee provides a comprehensive and competitive benefits package to employees with a wide variety of choices. The Department of Employee Relations (DER) continuously looks for new ways to educate employees on current benefit programs and services and how the programs work. Research shows that employees who have a better understanding of their benefits enroll in and utilize the benefits more appropriately, are more engaged with their workplace and have higher retention rates. As the City's workforce generations change and evolve, preferences for communication and receiving information has changed with an increasing appetite for digital technology. The DER has always utilized a multi-pronged approach to communicate important benefit information to employees; however, we recognize the need to continually review current practices and improve methods to reach employees.

Recently the DER launched a new opt-in text messaging service for employees and spouses to receive updates about benefits and wellness information. To register for the service, employees and spouses use shortcode 97211 and keyword MKEbenefits and answer a few questions to opt-in. This service is completely voluntary and participants can unsubscribe at any time. In addition to text messaging, the DER is also seeking a vendor to provide mobile device friendly customized videos with dynamic content that helps employees understand the wealth of benefits available to them along with the nuances of each program. The videos will supplement information presented in more traditional formats like DER's benefits guide, the wellness resource guide and the employee handbook. The videos will distill information into more manageable pieces that are creative, conversational and easier for employees to understand.

The DER will work with its consultant, Gallagher Benefits Services, Inc. to execute a Request for Proposal process for a Benefits Communication Tool. A review team will be selected to evaluate the responses including a financial analysis by Gallagher. The DER will return to the Finance and Personnel Committee later this year with a recommendation for a vendor partner.



I am happy to answer any questions or comments regarding this file.

Sincerely,
Renee Joos
Employee Benefits

