



## Department of Employee Relations

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July 14, 2021

Alderman Michael Murphy, Chairman  
City of Milwaukee Common Council Finance and Personnel Committee  
200 East Wells Street, Room 205  
Milwaukee, WI 53202

### **File No. 201645 Authorizing DER to Execute a Contract for a Benefits Communication Tool**

Dear Alderman Murphy and Finance Committee Members:

The City of Milwaukee provides a comprehensive and competitive benefits package to employees and continuously looks for new ways to educate employees on current benefit offerings and how those programs and services 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. While the Department of Employee Relations (DER) utilizes a multi-pronged approach to communicate important benefit information to employees, we recognize the need to continually review current practices and improve employee reach.

File number 191644 authorized the DER to complete a request for proposal (RFP) process for a benefits communication tool to provide customized videos and digital communications with dynamic content to help employees understand the wealth of benefits available to them along with the nuances of each program. The videos will supplement information that is shared with employees in more traditional formats like DER's website, emails, the benefits guide, the wellness resource guide and the employee handbook.

A review and selection committee including representatives from DER and the City's health and wellness partners worked with Gallagher Benefits Services, the City's benefits consultant, to review and evaluate the RFP responses. Upon completion of the review process, the selection committee selected Flimp Communications as the best candidate to provide integrated media benefit communication services for employees including videos, microsites and digital postcards. Flimp Communications has experience working with a wide range of public and private organizations on branded communication strategies with high engagement rates and comprehensive analytics. In addition, Flimp Communication offers competitive pricing with

performance guarantees and a dedicated account service team to help manage the creative process and ensure timely execution and product delivery.

The DER recommends that the Finance and Personnel Committee approve the file and allow DER to enter into a three year contract with Flimp Communications with the option to extend the contract up to two years.

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

Sincerely,  
Renee Joos  
Employee Benefits