

To: **Milwaukee Metro Fire Rescue Governing Board**

From: **Amy Grau, Director of Marketing and Engagement, West Allis**
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Date: **April 15, 2026**

Subject: **Feedback on RFP Process for MMFR Branding Project**

A. Issue

This is an information-only agenda item: discussion of the Request for Proposals (RFP) process and scope of work for agency services related to the creation of a unified brand identity for Milwaukee Metro Fire Rescue (MMFR).

B. Background/Options

As the consolidation of the Wauwatosa and West Allis Fire Departments progresses, establishing a shared visual identity is a critical milestone for the transition to MMFR in early 2027. This project seeks a creative partner to develop a comprehensive branding kit, including a departmental seal, apparatus decaling specifications, and uniform standards, that honors the legacy of both founding departments while providing a modern, professional face for the regional entity.

The attached RFP outlines the approach. This scope requires the selected agency to conduct:

- **Station Audits:** Site visits at 4-6 stations to understand current traditions and physical representation.
- **Stakeholder Listening:** Facilitated sessions with fire personnel, administrative staff, elected officials, and a community pulse group.

To meet the operational goal of a January 1 transition, staff have designed a timeline.

Final recommendations will be made by an Evaluation Committee, including:

- **Fire Department Liaisons** (one from both cities)
- **Communications Leads** (one from both cities)
- **Community Representative** (one from both cities)

C. Fiscal Impact

The RFP will be distributed widely to ensure competitive pricing. A final contract amount will be determined following the evaluation of proposals. The board of directors would consider a budget and contract tentatively at its June 2026 meeting.

D. Recommendation

Information only. Staff recommends the board provide feedback on the process and scope of work.