

CITY OF WAUWATOSA  
MEMO

To: **Financial Affairs Committee**

From: **Laura Stephens, Health Officer**

Date: **September 17, 2024**

Subject: **Consideration of request by the Health Department for approval of contract with 2-Story Creative, LTD for communications campaign**

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**A. Issue**

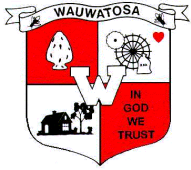
In May 2024, the WI Department of Health Services (DHS) awarded the Wauwatosa Health Department a Livable Communities grant for \$75,000. These grant funds are intended to hire a consultant to create and implement a communications campaign to increase awareness of the connection between health and housing. Health Department staff are requesting approval of a contract with 2-Story Creative, LTD. for \$75,000 to implement the communications campaign.

**B. Background/Options**

The DHS Livable Communities grant is funded through ARPA and is intended to address the epidemic of loneliness and isolation amongst older adults and people with disabilities. The Wauwatosa Health Department applied for this grant in April and was awarded the \$75,000 grant in May 2024. These funds will allow us to expand on the work being done by the department's Community Health Improvement Plan and Age-Friendly Action Plan. Both of these plans prioritize housing and aim to increase affordable and accessible housing in Wauwatosa. Our grant proposal included hiring a communications agency to work collaboratively with our existing coalitions to create and share an awareness campaign that highlights the connections between health and housing and dispels the myths that often accompany the topic of affordable housing. We aim to create a campaign that is broad in its reach and will ensure that the messaging is available in multiple formats, such as print, digital, paid media, and social media. In addition to creating awareness about this community need, this effort will create more synergy around our work within both coalitions.

To identify a communications agency to develop and implement the communications campaign, we issued a Request for Proposals (RFP) in July 2024. The RFP sought an agency to create a media plan for digital, online, social media, and print channels to reach the intended audience while optimizing reach and impressions as much as possible within the allotted ad budget. The RFP also included developing creative content and publishing on media channels based on the proposed media plan, including content and messaging for digital, print, radio, TV, or other formats.

In total, nine agencies submitted proposals in response to the RFP. Health Department staff and members of the CHIP Housing Action Team and the Joint Housing Coalition reviewed the proposals. All reviewers felt that 2-Story Creative, LTD had the most variety in their suggestions for communicating with the public and liked that there were ideas that landed outside of the online world, such as hosting in-person information sessions. 2-Story also has a solid record of working on public health issues and



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demonstrated a strong understanding of the complexity of affordable housing. Overall, they felt that the proposal was an excellent match to the values and goals of the City, the Health Department, and the Housing Coalition.

### **C. Strategic Plan (Area of Focus)**

Priority 4: Housing, Goal 2: Foster a balanced approach to housing throughout the City

Priority 5: Quality of Life, Goal 2: Align public health resources in the City with those across the region and state

### **D. Fiscal Impact**

In May 2024, \$75,000 in grant funds were allocated to the Wauwatosa Health Department to support this communications campaign. There is no additional fiscal impact at this time.

### **E. Recommendation**

Approval of the contract with 2-Story Creative, LTD. in the amount of \$75,000 for a housing and health communications campaign.



STATEMENT OF WORK
CITY OF WAUWATOSA MARKETING/COMMUNICATIONS CAMPAIGN
BETWEEN
CITY OF WAUWATOSA AND 2-STORY CREATIVE, LTD (2-STORY)
SEPTEMBER 2024

This Statement of Work("SOW") summarizes the principal terms of the arrangement between CITY OF WAUWATOSA and 2-STORY for the development of a MARKETING/COMMUNICATIONS CAMPAIGN. This SOW is intended to be an expression of the proposed terms and tasks outlined below and in the original RFP proposal.

COST PROPOSAL & DELIVERY SCHEDULE

Evaluation/research/Messaging

- Review existing research and data
Conduct a scan of other similar messaging across the country
Identify goals and objectives and recommend tactics
Determine measurable outcomes
Message map development

Table with 3 columns: Timing (3 Weeks), Hours (57 hours), Agency Fees (\$8,000.00)

Creative Development and Asset Production

- Develop campaign brand, theme and concepts
Produce assets associated with the campaign, media relations, community engagement and social media

Table with 3 columns: Timing (8 Weeks), Hours (86 hours), Agency Fees (\$12,000.00)

Media planning/buying/reporting

- Develop social media and digital focused media buy
Table with 3 columns: Timing (8 Weeks), Hours (Included in Evaluation/Research/Messaging costs), Media Buy Budget (\$18,000.00)

Public and Media Relations

- Develop earned media plan and reporting
Table with 3 columns: Timing (8-12 Weeks), Hours (79 hours), Agency Fees (\$11,000.00)

Community Engagement

- Develop and execute community event(s)
Table with 3 columns: Timing (8-12 Weeks), Hours (64 hours), Agency Fees (\$9,000.00)

Outside Expenses such as photos, video shoot, & Event Costs

- Expenses: \$17,000.00

Total: \$75,000.00



**2-STORY**

641 W. National Avenue Milwaukee, WI 53204 (414) 220-9663 2-Story.com

**IN WITNESS WHEREOF, the undersigned have executed this letter of Understanding as of the date first set forth above.**

**CITY OF WAUWATOSA**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**2-STORY**

By: 

Name: Ellen Homb  
Title: Owner