



## Council Agenda Item

Meeting Date:	10/15/2024
Agenda Item:	Request for Proposals - Communications Consultant
Staff Contact (name, email, phone):	Dan Meyer <a href="mailto:dmeyer@whitewater-wi.gov">dmeyer@whitewater-wi.gov</a> 262-473-1371

### BACKGROUND

(Enter the who, what when, where, why)

This item follows the organizational and workload study presented by Fitch & Associates. As previously mentioned, at the November 7, 2024 Council meeting, staff will be requesting direction from Council, regarding whether or not to pursue a public safety referendum. As a precursor to that decision, staff is requesting Council approval to release the attached request for proposals (RFP) for a communications consultant to provide messaging and information sharing related to a public safety referendum.

If Council decides not to pursue a referendum, the RFP does not bind the Council to hire a consultant. However, if Council decides to pursue a referendum, releasing the RFP would speed up the process of selecting a consultant, alleviating the tight timeline. Upon Council approval to release the RFP, staff would complete the following actions:

- **October 16, 2024:** Publicly release the RFP
- **November 6, 2024:** Proposals due no later than 5pm CDT
- **November 8, 2024:** Staff committee review and scoring of proposals (if Council decides to pursue referendum at 11/7 meeting)
- **November 19, 2024:** Proposals and staff recommendation brought before Council (if Council decides to pursue referendum at 11/7 meeting)

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Council previously pre-approved up to \$65,000 be allocated for a communications consultant to provide services related to a public safety referendum.

### FINANCIAL IMPACT

(If none, state N/A)

Financial impact to be determined.

### STAFF RECOMMENDATION

Recommended Motion: **Move to direct staff to release the request for proposals for the services of a communications consultant.**

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. City of Whitewater Request for Proposals – Communications Consultant for Public Safety Referendum