



Common Council Agenda Item

Meeting Date: March 17, 2026

Agenda Item: Family Friendly Workplace

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

The City of Whitewater has been recognized as a Family Friendly Workplace by Family Friendly Workplaces, Inc., a Wisconsin-based nonprofit organization that certifies employers demonstrating policies and practices that support working families. The certification program evaluates employers on benefits, workplace policies, and practices that help employees balance work and family responsibilities, while also encouraging contributions to organizations that support families and children.

Family Friendly Workplaces uses a certification matrix to evaluate employers and awards recognition at Bronze, Silver, or Gold levels based on the number of family-supportive policies and practices implemented by the organization. The City was recognized at the Gold level.

This recognition highlights the City's commitment to supporting employees through policies and workplace practices that promote work-life balance, employee wellbeing, and family support.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

As a public-sector member, the City made a \$500 contribution through the Family Friendly Workplaces Conduit program, which serves as the certification fee. The funds are directed entirely to a City-selected 501(c)(3) nonprofit that supports families or children; Family Friendly Workplaces retains none of the contribution.

STAFF COMMENTS

Receiving this designation reflects the City's ongoing efforts to support employees and maintain a positive workplace culture. Family-friendly workplace policies are widely recognized as tools that help organizations attract and retain employees while improving workplace engagement and productivity.

Staff appreciates the Council's continued support of initiatives that strengthen the City as an employer and enhance employee wellbeing.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Family Friendly Certification Matrix