



City of Racine, Wisconsin
COMMON COUNCIL

AGENDA BRIEFING MEMORADUM (ABM)

COMMITTEE: Full Common Council **LEGISLATION ITEM #:** _____

AGENDA DATE: April 30, 2020

DEPARTMENT:

Prepared By: Shannon Powell, Communications Director

Reviewed By: Cory Mason, Mayor

SUBJECT:

A Communication from Mayor Mason submitting a contract with Kane Communications Group for services related disseminating public information and conducting public outreach related to COVID-19 in the City of Racine

EXECUTIVE SUMMARY:

This contract reflects work to be done over approximately nine weeks between April 1 and May 31 when the Safer at Home order is expected to be lifted in Wisconsin. This contract includes the implementation of a communications plan and the launch of a targeted campaign called #StaySafeRacine to aggressively get information into the community to help slow the spread of coronavirus. #StaySafeRacine includes updates to the city's coronavirus website, Racinecoronavirus.org; expanded community, influencer, and media relations; and a paid media strategy using social, digital, and other tactics. Kane also provides strategy and public relations support, conducts community outreach, copywriting, video production, social and digital media management, and graphic design.

BACKGROUND & ANALYSIS:

Kane Communications Group was engaged by the City of Racine in its efforts to communicate internally, externally and with media surrounding COVID-19. The original engagement provided up to

133 total hours at a reduced hourly rate for a total budget of \$20,000 and paid for under professional services contract. This contract gave the City access to ALL services provided by Kane - from strategy and public relations, to media relations, copywriting, video production, social and digital media, and graphic design.

Kane, as noted in the proposed contract, has been instrumental in the creation and management of both the Racinecoronavirus.org and #StaySafeRacine campaigns. They have added capacity for the City to conduct for community and stake holder engagement to inform the public about best practices to help flatten COVID-19 curves through social media, video conferencing, virtual town halls, and surveys. They provide graphic design and video creation services which the City is not otherwise capable of doing to the same professional degree. Furthermore, they will be able to assist with paid media campaign to target constituent group both via social media and direct mail to make sure City residents are getting accurate and timely information on what they should be doing to protect their families and help reduce the spread of COVID-19 throughout the community.

BUDGETARY IMPACT:

Under both State and Federal legislation passed to help governments address the COVID-19 pandemic, the City will see significant savings for contracting with Kane Communications Group in the following way:

- 75% of costs will be paid for by the Federal Emergency Management Agency (FEMA)
- 12% of costs will be paid for by the State of Wisconsin
- Meaning 87% of costs are covered by state and federal dollars

The total cost of the contract is \$149,750

- Federal share of cost equals \$112,312.50
- State share of cost equals \$17,970
- City share of cost equals \$19,467.50

The City share will come from account #11202 56400 otherwise known as the "Contingency Fund"

OPTIONS/ALTERNATIVES:

- 1.) To adopt and approve the contract with Kane Communications Group as submitted.
- 2.) To reject and deny the contract with Kane Communication Group as submitted.

RECOMMENDED ACTION:

To adopt and approve the contract with Kane Communication Group as submitted.

65 **ATTACHMENT(S):**

66 **Contract with Kane Communications Group.**