



CITY OF FORT ATKINSON - CASE STUDY



CHALLENGE: Located in Southeastern Wisconsin, the City of Fort Atkinson is home to more than 12,000 residents. As demand for public safety services increased and calls became more complex, it became clear that the city's existing staffing models for both its police and fire departments were outdated. The City of Fort Atkinson identified a need to go to referendum and ask voters to approve an increase in the tax levy to fund additional public safety personnel to the Police and Fire departments.

APPROACH:

The City of Fort Atkinson engaged Mueller Communications to develop a comprehensive public education campaign utilizing a wide-range of communications channels to ensure that the City could connect with voters no matter where they get their news.

Direct Mail: Mueller Communications created and coordinated three direct mail pieces highlighting the upcoming referendum, the need for additional personnel and the choice available to voters on Election Day.

Community Presentations: Mueller Communications worked with the City to identify opportunities to speak before local civic organizations, as well as to host information sessions where the public could learn more about the referendum and ask questions of City officials. The centerpiece of the presentations was a concise presentation articulating the community need.

Online Presence: Mueller Communications developed a landing page on the City of Fort Atkinson website, which served as a clearinghouse for information on the referendum, including easy access to fact sheets (with Spanish translations), mailers, presentation deck, and election day information. It also provided a form and email address to submit additional questions.

Social Media: The City of Fort Atkinson and its residents are active on Facebook. Mueller Communications developed a social media calendar and designed corresponding graphics to share in the months leading up to Election Day as well as prepared responses for the most likely questions.

Digital Video Campaign: Mueller Communications engaged a local videographer to capture a brief video featuring Fort Atkinson's police and fire chiefs and the city council president, which was promoted via a social media ad campaign. The video garnered 184,488 impressions with a 3.49% click through rate (CTR), which far exceeded average response for similar ads.

RESULT:

On April 5, 2022, the City of Fort Atkinson voted to approve an increase in the tax levy to fund two additional police officers, six full-time firefighter/paramedics and six full-time firefighter/EMTs.