

CASE STUDY

CITY OF GREEN BAY

Teaming up for Health with Motion Connected

BACKGROUND

The City of Green Bay is a proud community dedicated to enhancing the quality of life for all residents and businesses through asset management and investment in strategic growth.

Industry: Municipality

Active Participants: 478



A Legacy Rooted in Community and Culture

The City of Green Bay's wellness journey began many years ago with a straightforward but essential initiative: annual health assessments. Employees participated in on-site blood draws, bringing in preventive health directly to the workplace. As the program matured, the city's leadership recognized the opportunity to expand from basic health screenings to a more holistic approach to wellness.

This vision led to the creation of Health 1265, a program aptly named after Lambeau Field's address—1265 Lombardi Avenue—a nod to the city's proud Green Bay Packers heritage. Tying in local culture gave the wellness program instant recognition and pride among employees.

HIGHLIGHTS



High Engagement

85% of new hires enrolled in the Health 1265 program within their first year of employment.



Fun Community Challenges

Tri City Challenge builds team spirit and increases physical activity.



Strong Participation

60–70% of employees consistently reach annual wellness goals

THE SOLUTION

Partner with Motion Connected to keep Wellness Fresh and Relevant

While participation in health assessments was steady, the city wanted to do more than just conduct annual checkups.

As the city's wellness efforts grew, it became clear that a basic, one-size-fits-all approach was no longer enough. The mayor at the time encouraged a transition toward a **points-based system** that would offer broader wellness engagement opportunities.

The program needed to evolve beyond annual screenings to stay relevant, inclusive, and flexible for a diverse workforce.

To address these changing needs, the City of Green Bay partnered with **Motion Connected**, a flexible and supportive wellness platform to help them take their program to the next level.

"Motion Connected is such an easy platform to work with. I think, first and foremost, the support. **The support that Motion Connected offers is awesome.** They're always there, always giving ideas and I like that they are always suggesting ideas, too."

Amber Van Allen
Wellness Administrator
at City of Green Bay



Since 2016, The city has used Motion Connected to:

Customize their scorecard annually to match evolving goals and employee interests—sometimes even making real-time adjustments as needed.

Engage smartphone users easily, ensuring inclusivity for employees without daily computer access.

Offer a more dynamic wellness program beyond medical appointments—encouraging physical activity, self-reported workouts, educational presentations, and more.

Rely on consistent support and idea generation from the Motion Connected team.

THE OUTCOMES

“Our employees build the program, which is why it works. It’s always changing and based on what they ask for. That makes it meaningful.”

Amber Van Allen // Wellness Administrator

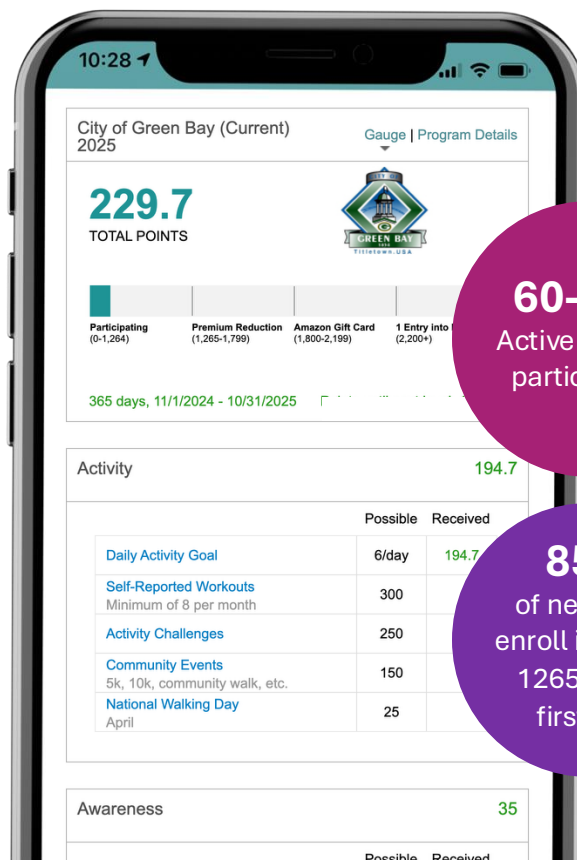
Since 2016, the evolution of Health 1265, powered by Motion Connected, has yielded impressive and meaningful results:

Sustained Engagement: 60–70% of employees with a Health 1265 account consistently reach the program’s participation benchmark.

Strong New Hire Adoption: In the past year alone, **85% of new employees** enrolled in Health 1265 during their first year of employment.

Innovative Programming: The *Tri City Challenge*, an inter-city wellness competition with the cities of Appleton and La Crosse, **creates** a fun and motivational team environment—bolstering both camaraderie and physical activity.

Employee-Driven Development: Feedback loops with staff have helped shape program offerings, with employees routinely recommending speakers and wellness ideas.



60-70%
Active program
participation

85%
of new hires
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1265 during
first year



What would you say to other people considering Motion Connected?

“Motion Connected is a platform that allows us to customize what we offer specifically to our team and that is key. Wellness is always evolving and to stay current and keep employees engaged, you need a wellbeing program that matches that. **Having a program like Motion Connected that is flexible and user-friendly keeps our employees engaged**, which allows them to grow in their own wellbeing journey.”

Amber Van Allen // Wellness Administrator