

**Department New Request Form  
Fiscal Year 2021**

<b>Program</b>	Administration	<b>Title of New Request:</b>	<b>Rank:</b> 2
<b>Department</b>	Mayor	Communication and Survey Services	
<b>Request Category</b>	New		
<b>Request Rating</b>	Expand Level of Service		
<b>Department Goal</b>	Create a consistent reporting style to increase communication		

**1. How will request assist in achieving Department Goal and benefit the customer regarding Department Goal and**

The City and broader community both benefit from more participation in public processes. This requires the City to provide simple messaging around complex issues. Better communication tools will help community members to be aware and involved in City processes.

**2. What specifically is needed to achieve this goal?**

Communication needs will vary by project and include professional graphics and images, photography, branding, and other public engagement tools. In FY20, the City conducted a requested for qualifications and now has a pool of qualified professionals from which to draw. The City also will conduct a scientific poll in FY21 to determine community desires and needs.

**3. Cost Impact of New Program:**

Account #	Item	Qty	Unit Cost	Requested One-Time	Requested Ongoing	FY 2021 Unfunded	FY 2021 Funded	Proposed FY 2022 Ongoing
<b>Ongoing Expenses</b>								
1000.220.410250.350	Community survey	1	25000		25,000	25,000	-	
1000.220.410250.350	Graphics & communication tools	1	25000		25,000	25,000	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
<b>Expense Sub-Total</b>					<b>50,000</b>	<b>50,000</b>	-	-
<b>One-time Expenses</b>								
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	

**Revenue Offset:**

Account #	Revenue Description	Proposed Onetime Revenue	Proposed Ongoing Revenue
1000.000.311000.00	F Fund Balance	50,000	
<b>Revenue Sub-Total</b>		<b>50,000</b>	-

**Net Cost of Impact for New Program 50,000**

**4. What sort of data will be used to report results and outcomes of request and how will it be reported?**

The citizen survey will be presented in detail to the City Council. Staff will track estimates on the number of people reached for each major graphics or other tool created.