Department New Request Form
Fiscal Year 2022

Program	**Administration**	***Title of New Request:***	***Rank:*** 2
Department	Mayor	Communication and Survey Services	
Request Category	**New Request/Service/Feature**		
Request Rating	**Expand Level of Service**		
Department Goal	Organizational excellence and transparency		

1. How will request assist in acheiving Department Goal and benefit the customer

The past couple of years have highlighted the need to engage Missoula residents where they are. A recent Office of Neighborhoods assessment calls for the need to survey residents about neighborhood engagement, making an extra effort to include those who are historically left out. Although results from LEARN Missoula are not yet available, the project has accentuated the importance of ensuring that the City of Missoula and its services are accessible and welcoming for all of our residents. In addition, the COVID-19 pandemic changed the way we do business and the way we communicate with our residents. The City implemented Engage Missoula and used online meetings to increase transparency when in-person options weren't available. It's more important than ever that we understand who we're reaching, who we're leaving behind, and what we can do to bridge that gap. We need to understand how our residents want to connect with us and use that information to implement comprehensive communication strategies so that all Missoulians can engage with the City at their own comfort level.

2. What specifically is needed to achieve this goal?

A city-wide survey conducted by a professional firm will help us reach the broadest sample of residents. We will need to contract with professionals to design a survey that does not leave behind groups who are traditionally less likely to respond. This may require a large mailing, follow-up calls, and more, depending on the polling firm's recommendations. Additionally, we will need to design a comprehensive communications strategy based on this new information. We also have the need for traditional communication tools, such as our budget graphic, which help us communicate complex issues to our residents.

3. Cost Impact of New Program:

Account #	Item	Qnty	Unit Cost	Requested One-Time	Requested Ongoing	FY 2022 Unfunded	FY 2022 Funded	Proposed FY 2023 Ongoing
Ongoing Expenses								
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
					-	-	-	
One-time Expenses								
1000.220.419000.350	Professional survey	1	50000	50,000		-	50,000	
1000.220.419000.350	Communication services	1	50000	50,000		-	50,000	
				-		-	-	
				-		-	-	
				-		-	-	
			Expense Sub-Total	**100,000**	**-**	**-**	**100,000**	**-**

Revenue Offset:

Account #		Revenue Description	Proposed Onetime Revenue	Proposed Ongoing Revenue
1000.000.311000.00	F	Fund Balance	100,000	
		Revenue Sub-Total	**100,000**	**-**

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

Survey results will be presented to City Council. Staff will begin tracking estimated residents reached for each communication platform.

Requested/Proposed Funding Source

	One-time	Ongoing
Tax or Assessment	-	-
Non-tax	-	-
Fund Balance	**100,000**	-
Total	**100,000**	-