



**City of Missoula, Montana  
City Council Committee Agenda Item**

**Committee:** Budget and Finance

**Item:** Strategies 360 Web Content Evaluation and Design

**Date:** April 27, 2022

**Sponsor(s):** Montana James

**Prepared by:** Kirsten Handa

**Ward(s) Affected:**

<input type="checkbox"/> Ward 1	<input type="checkbox"/> Ward 4
<input type="checkbox"/> Ward 2	<input type="checkbox"/> Ward 5
<input type="checkbox"/> Ward 3	<input type="checkbox"/> Ward 6
<input type="checkbox"/> All Wards	<input checked="" type="checkbox"/> N/A

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**Action Required:**

Approve the contract for web evaluation and design services.

**Recommended Motion(s):**

I move the City Council: Approve the agreement with Strategies 360 for web page content evaluation and design services in an amount not to exceed \$ 28,125.00

**Timeline:**

Committee discussion:	05/04/2022
Council action (or sets hearing):	05/09/2022
Public Hearing (if required):	Click or tap here to enter text.
Final Consideration	Click or tap here to enter text.
Deadline:	Click or tap here to enter text.

**Background and Alternatives Explored:**

In an effort to improve communication with our internal and external customers, the current web pages for the Community Planning, Development and Innovation department are in need of redesign. The current pages are text heavy and often require many more than the recommended three clicks for people to access the information and tools they are seeking. The pages are also cluttered unnecessarily with document and web links – both active and broken. Earlier this year, the Community Planning division of CPDI reached out to Strategies 360 to evaluate their web pages and suggest design changes. Later in the process, CPDI made the decision to reach out to Strategies 360 as a preferred provider to perform this work on all web pages within the department. This will result in a cohesive look and feel across our department's web presence.

**Financial Implications:**

Not to exceed \$ 28,125.00

**Links to external websites:**