



MRA Communications Update

November 10, 2022

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Communications Specialist

Public outreach: Since September 15th

- MRA staff have attended 5 public events and meetings
 - Sunday Streets
 - Midtown Master Planning
 - Wednesdays with the Mayor
 - Missoula Farmer's Market by XXX's
 - Northside Infrastructure and Transportation Meeting
- Discussed MRA and City topics at the above events and meetings with 139 people

Justice, Equity, Diversity and Inclusion (JEDI) work:

- Continue to be a part of the City JEDI Strategic Implementation Work Team by attending monthly meetings and assisting our new JEDI specialist, Alex Lawson, with any needs she has
- Annie Gorksi and I attended the inaugural *Be the Change: JEDI Community Network Summit* at the University of Montana on October 28th. Special guest speaker James Whitfield presented several sessions, including one specifically for City and County staff. Many community members, non-profit organizations, University staff, and City and County staff organized and attended the event.

Digital communication:

- Website and Engage Missoula
 - Created a News Flash widget on the front page of the MRA website to display current happenings. All people can sign up for the updates through [Notify Me](#) on the City website.
 - Working to create and update Engage Missoula pages surrounding projects occurring within the Northside neighborhood. Working with Public Works and Mobility, Parks and Recreation, and MRA staff to keep those pages updated.
- Annual Report
 - In the final draft stage of the MRA annual report. The goal is to have it completed before the end of November.
 - It will be available in print and digital formats.

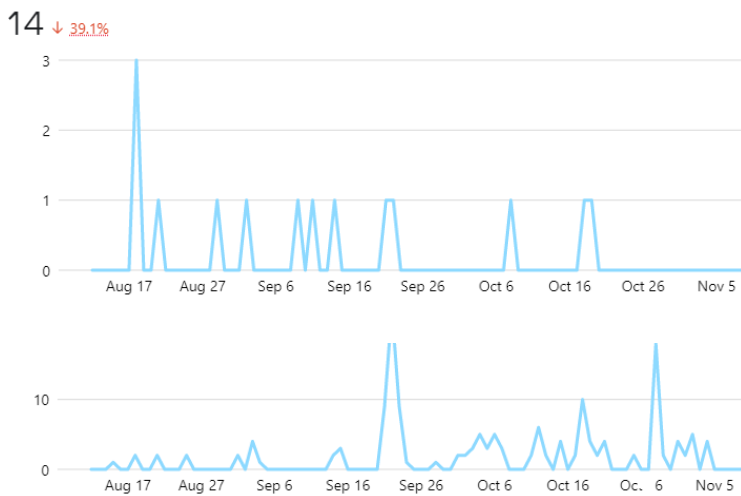
- Photo library
 - Continuing to compile and organize photos of MRA projects that are upcoming, in-progress and completed.

Social media: In Past 90 days –

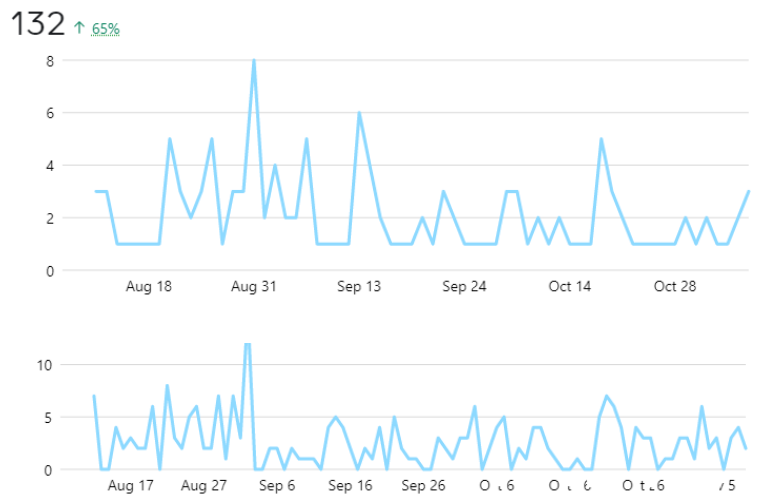
- Working to communicate both MRA specific and overall City news and business
- Facebook and Instagram insights show that Instagram has more engagement than Facebook, demonstrating the need for both platforms. See graphs below:

New likes and follows

Facebook Page new likes ⓘ

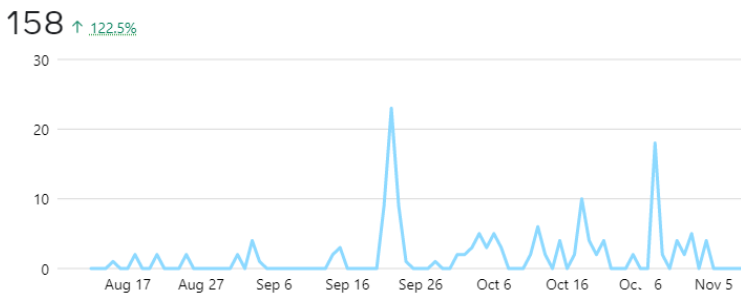


Instagram new followers ⓘ



Page and profile visits

Facebook Page visits ⓘ



Instagram profile visits ⓘ

