



MRA Communications Update

May 11, 2023

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Communications Specialist

Public outreach: Since February 13, 2023

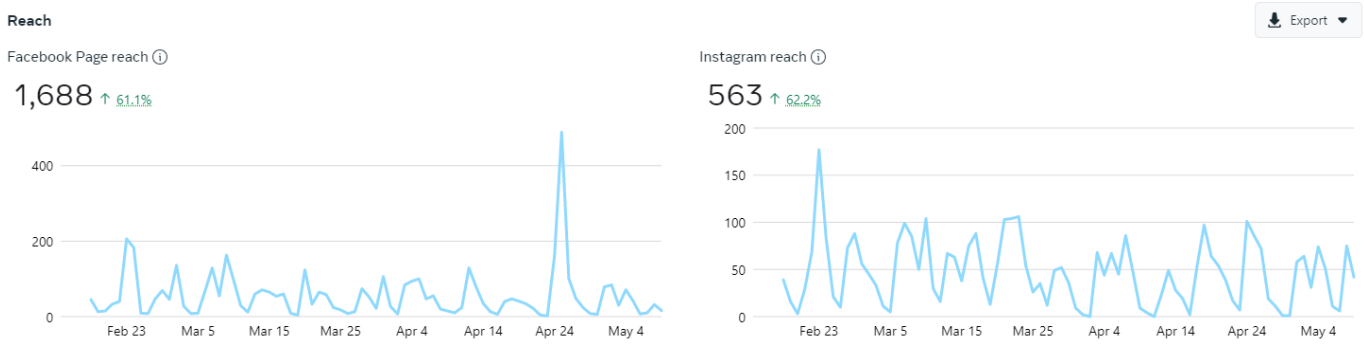
- Karl Englund, MRA Board Chair, presented Urban Renewal 101 to two local groups in March and April. If other organizations or boards would be interested in the presentation, please reach out to macphersonm@ci.missoula.mt.us.
- MRA staff attended several public meetings:
 - Outreach for Caras Park Interpretive signage planning with Parks and Recreation, Downtown Missoula Partnership, and Historical Research Associates
 - Downtown Safety, Access and Mobility (SAM) project outreach and meeting organization
- Worked collaboratively with MRA staff to create educational handouts about Tax Increment Financing for the 2023 legislative session. We received feedback that these were helpful educational tools, and other cities and towns created similar handouts.
- Worked collaboratively to organized public meetings for the Downtown safety, access and mobility SAM project, including a new [Engage Missoula page](#). See Ellen's Director's Report for more information on the projects. Collectively, City Public Works and Mobility, MRA, and Parking Commission staff met with 51 business and property owners in small group meetings, and over 192 people attended a town hall on May 9.
- Organizing tabling events City Chats in the Park – a 3 part series at 3 different parks in Missoula. Various staff from different City departments will attend to connect with the community members. Our first event is May 23 from 5-7 pm at Boyd Park. Everyone is welcome!
- Leading upcoming free tour in collaboration with the Historic Preservation Commission and Staff for a family history walk downtown on Saturday, May 20. This is geared towards 8-12 year olds and their families. We'll be sharing how the railroad shaped historic Missoula and how TIF funds have helped with historic preservation over time. Sign up on the [Downtown Missoula Partnership website](#).
- Will be attending several public events in June to continue to connect with community members.

Digital communication:

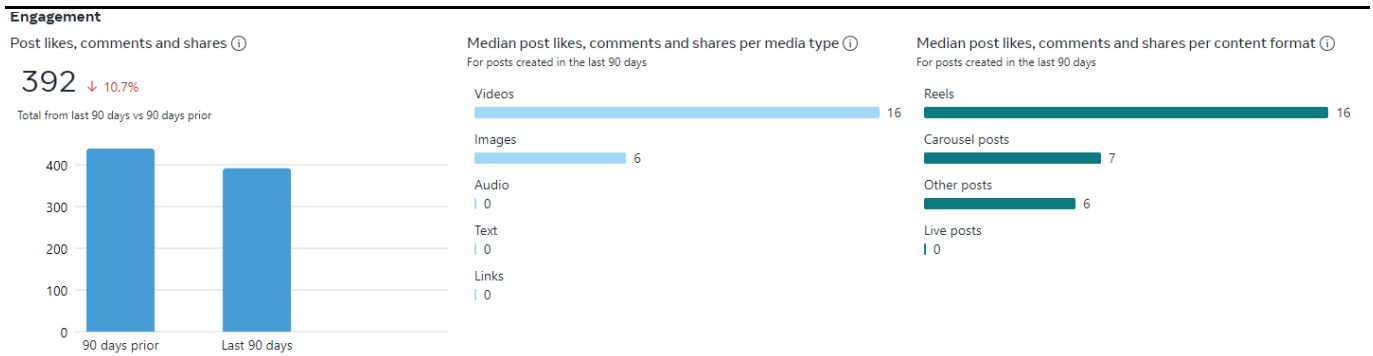
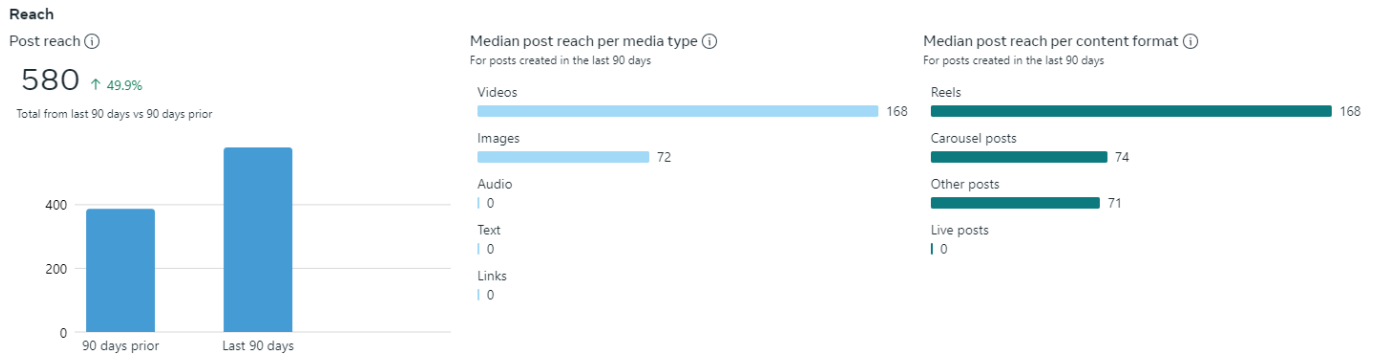
- Website
 - Continuing to provide News Flash updates on the City website for re-caps of MRA Board Meetings and other MRA news. All people can sign up for the updates through [Notify Me](#) on the City website.

Communications Update

- EngageMissoula.com
 - Continually updating several project webpages. This is a great venue to learn about what projects are happening in the City.
- Social media: In Past 90 days –
 - Continue to see engagement through Facebook and Instagram. Instagram is more engaged than Facebook, however, I've been trying to time posting in the early evening when people are typically finished with work for the day.



Instagram Statistics



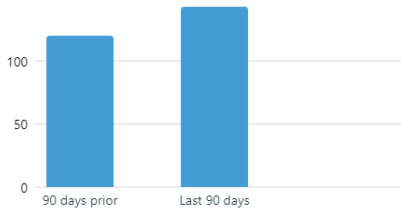
Communications Update

Reach

Story reach ⓘ

143 ↑ 19.2%

Total from last 90 days vs 90 days prior



Median story reach per media type ⓘ

For stories created in the last 90 days



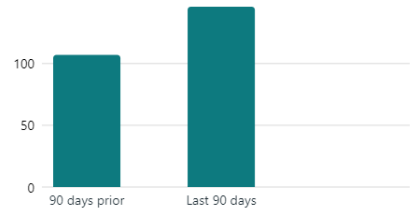
No Activity During Selected Date Range

Please select a different date range and try to load your report again.

Stories ⓘ

146 ↑ 36.4%

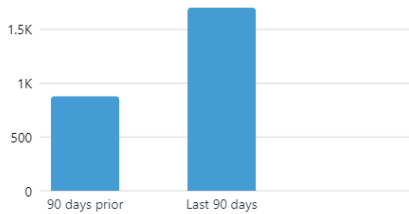
Total stories you shared from last 90 days vs 90 days prior



Facebook Statistics

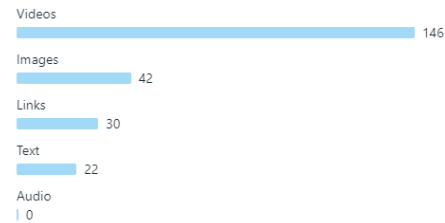
1.7K ↑ 93.8%

Total from last 90 days vs 90 days prior



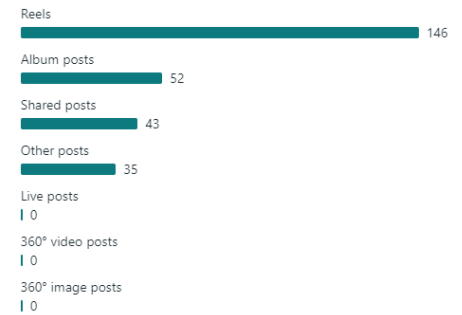
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

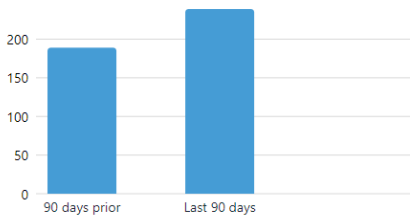


Engagement

Post reactions, comments and shares ⓘ

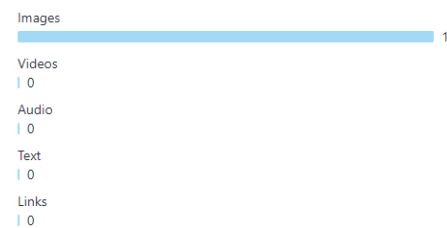
239 ↑ 26.5%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days

