



MRA Communications Update

April 16, 2026

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Q1 2026: MRA Communication Activities

Public Outreach

- MRA staff interacted with approximately 184 community members at in-person and online events including:
 - Southgate Triangle Neighborhood Meeting—February 11, 2026
 - North Reserve-Scott Street Master Plan Listening Session—February 25, 2026
 - Local Government Academy—February 26, 2026
 - University of Montana Business School—March 10, 2026
 - Grant Creek Neighborhood Council—March 10, 2026
 - Local Government Academy—March 12, 2026
 - Community Planning Development and Innovation Community Forum—March 13, 2026
 - Northside/Westside Neighborhood Meeting—March 19, 2026
- Board Meeting digest emails called “Quick Takes” were sent to Notify Me subscribers in January (52% open rate), February (53% open rate) and March (49% open rate).

Project Communications

- Downtown Safety, Access, and Mobility
 - Issued a press release for traffic impacts due to geotechnical investigations
 - Updated project pages on Engage Missoula including expanded FAQs and more detailed descriptions to align with the 60% design milestone
 - Planned a public open house for Q2
- Ravara Homes
 - Issued a press release and held a media tour of a newly completed unit and an in-progress unit.
- City Lands Redevelopment Strategy



- Created a 12-page “City Lands Redevelopment Guide” featuring six redevelopment projects with milestones in 2026 to accompany the Mayor’s City Lands Redevelopment Strategy. The Guide will be updated annually to feature relevant and timely redevelopment projects.
- Midtown Commons
 - Staff attended a neighborhood council meeting and answered questions about the project.
- Reserve to Scott 2026 Master Plan
 - Held a listening session and outreach meetings in preparation for an open house in Q2.
 - Attended the Grant Creek and Northside/Westside neighborhood meetings to promote the open house.
- North MRL Triangle/Franklin Crossing
 - Held a press conference to announce a proposal for the redevelopment site.

Media Coverage

- The Missoula Redevelopment Agency or Agency projects were mentioned in news media coverage approximately 42 times in Q1 2026. Subjects or topics included:
 - Downtown Safety, Access, and Mobility
 - North Reserve-Scott Street Urban Renewal District boundary amendment and master plan
 - Ravara Homes
 - Midtown Commons
 - North MRL Triangle/Franklin Crossing
 - MRA board operations
 - Hellgate Urban Renewal District
 - Riverfront Hotel at Fox Site
 - City Lands Redevelopment
 - West Broadway River Corridor
 - Caras Pavillion
- MRA sent out four press releases in partnership with the City or from the department.
- City Chats on the Radio kicked off January 16 and continues on the first and third Friday of each month on Z100 from 8:00am-9:00am. Each show focuses on PSA style information from the City, often with a focus on MRA projects. Callers have asked questions about the Reserve to Scott Master Plan and other municipal topics.



Communications Team

- In Q1 the Communications Team has
 - Reviewed best practices for social media
 - Prepared a presentation about Communications at the City for the Local Government Academy
 - Learned how to use tools that will help with the City website redesign
 - Continued to finalize the Brand and Style Guide

Q1 INSTAGRAM PERFORMANCE REPORT

Views ⓘ

2,437

Views

Followers	56.5%
Non-followers	43.5%

Accounts reached 776

By content type

All Followers Non-followers

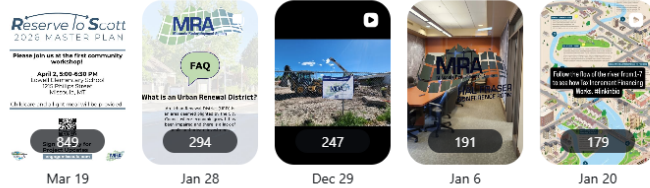
Posts 51.2%

Reels 48.7%

● Followers ● Non-followers

Top content based on views

[See all](#)



Followers ⓘ

705

Total followers

Q1 MRA FACEBOOK CONTENT on CITY OF MISSOULA Page

- 7.6K Followers
- 79,337 Views over 10 posts (including the 2nd most viewed post on the City's page in Q1)