



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Missoula, MT

The National Community Survey™

2024 Results

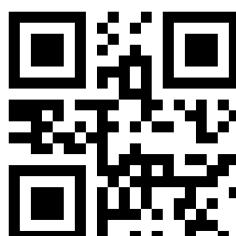




Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

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National Research Center

Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive Partners



NATIONAL
LEAGUE
OF CITIES

CITIES STRONG TOGETHER



Resident Surveys in Local Governance



**Monitor trends
in resident
opinion**



**Measure
government
performance**



**Inform budget,
land use,
strategic
planning
decisions**



**Benchmark
against other
communities**

The NCS™ Facets of Community Livability



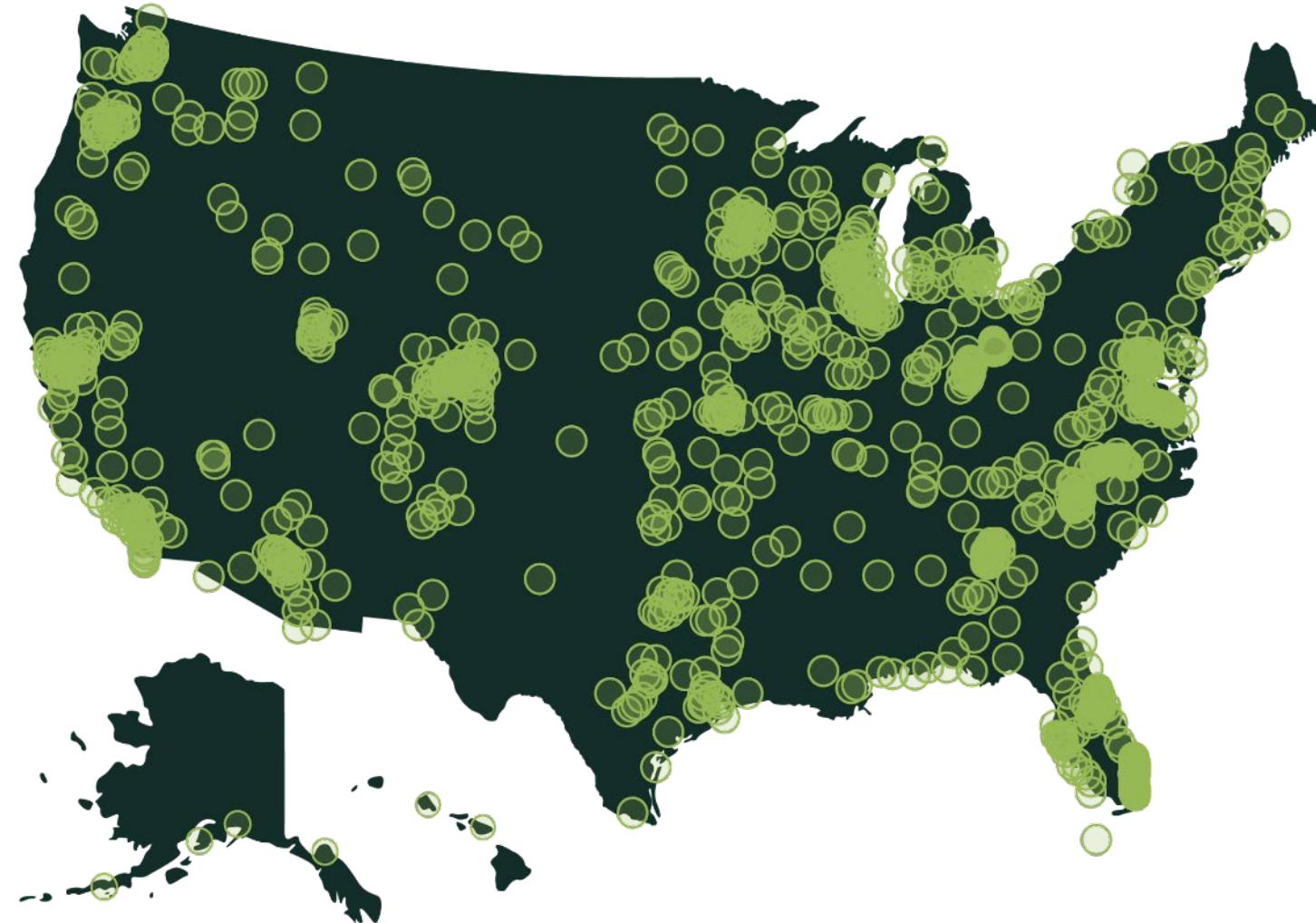
The National Community Survey™ in Missoula



The NCS™ for Missoula, MT

- 1st time conducting The NCS
- Survey conducted from October 23rd, 2024 – December 4th, 2024
- Mailing approach employed:
 - Probability-based sample of 3500 randomly selected households
 - 350 total responses received
 - 11% overall response rate
 - Non-probability, open-participation survey: 1232 responses
- Results statistically weighted to reflect Missoula overall
- 95% confidence interval with a +/- 5.2% margin of error

Polco's Benchmarking Database

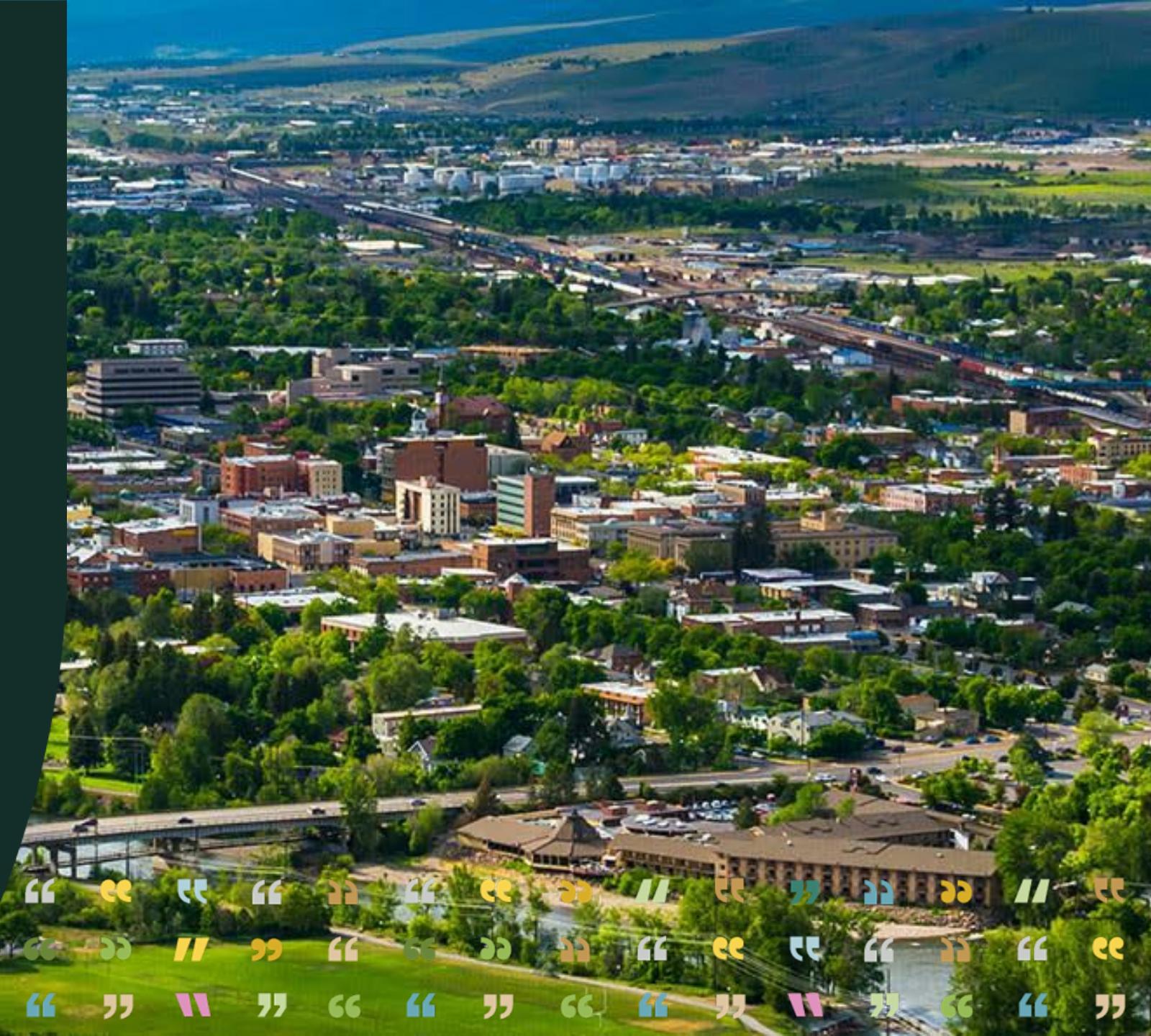


More than
500
comparison
communities
across the
nation.

Representing
the opinions
of more than
50 million
residents.



Overview of Survey Results

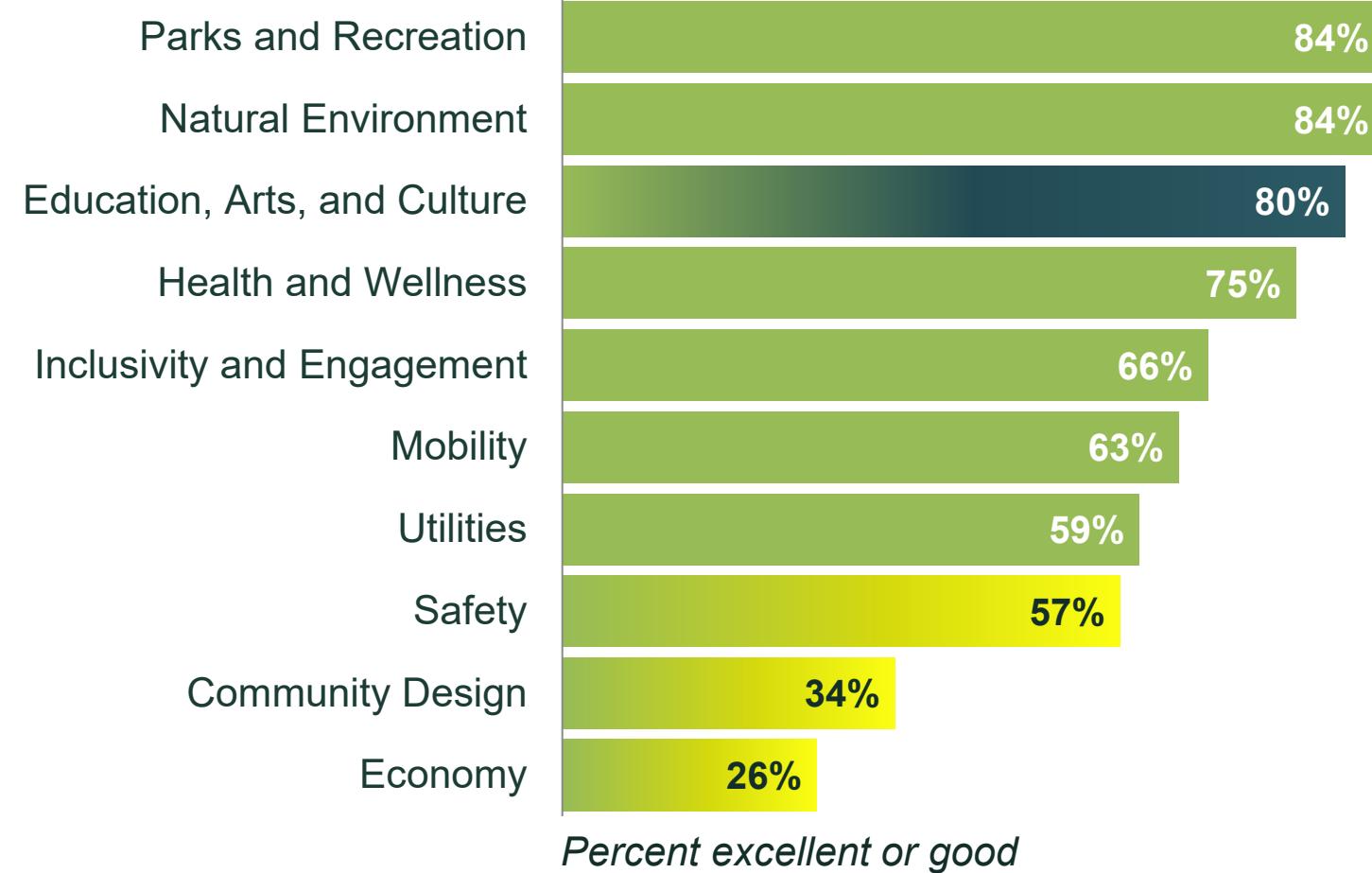


Facets of Community Livability: Quality



National Benchmark Comparisons:

- Higher
- Similar
- Lower

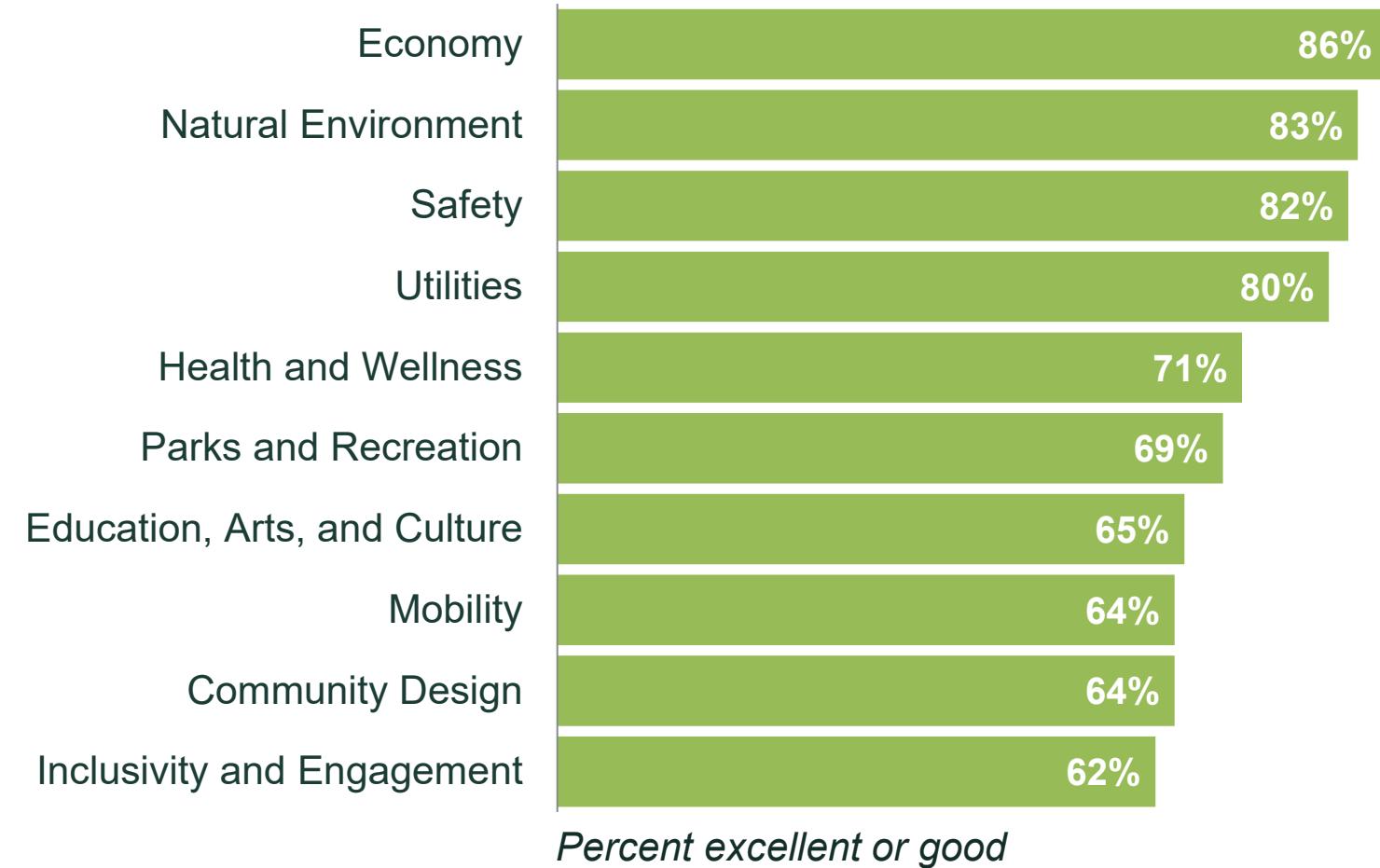


Facets of Community Livability: Importance



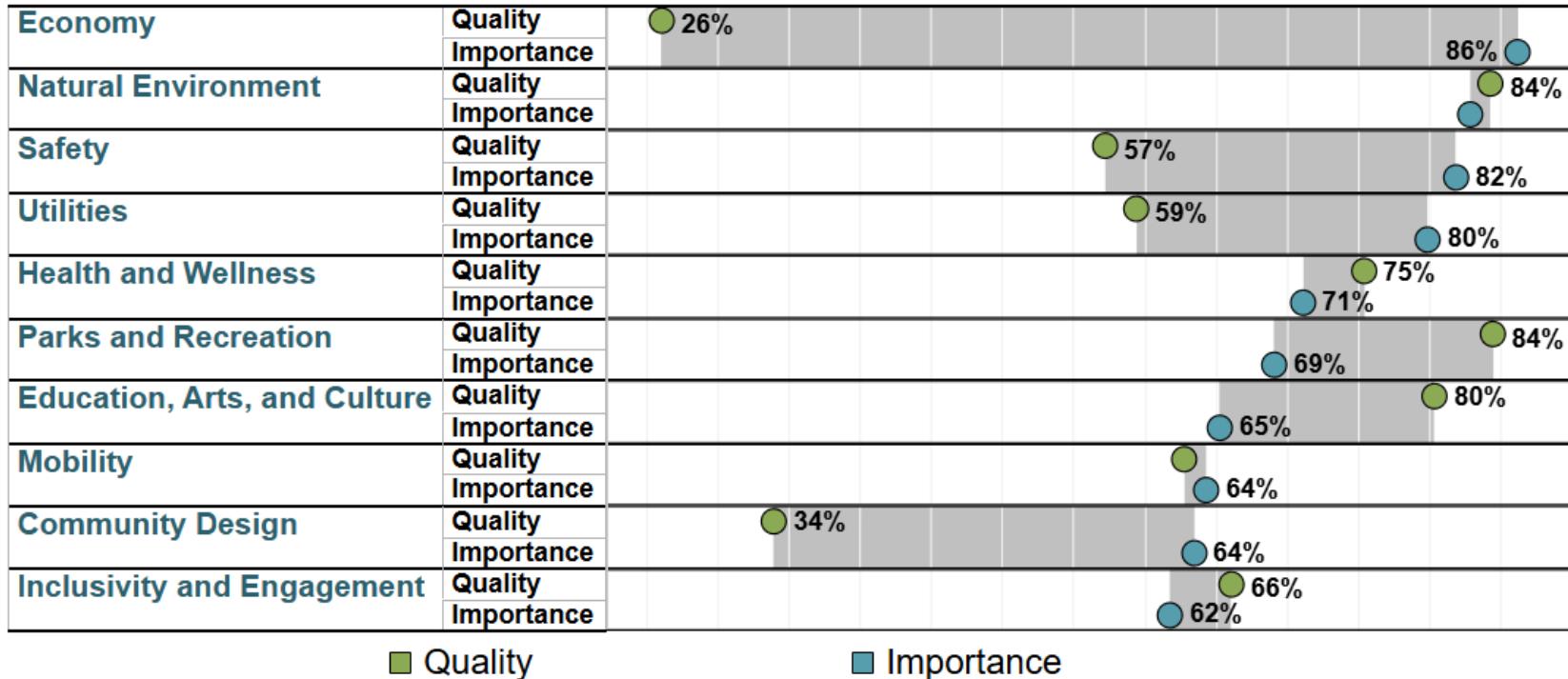
National Benchmark Comparisons:

- Higher
- Similar
- Lower





Balancing Quality and Importance





Comparisons to National Benchmarks

14 received higher ratings

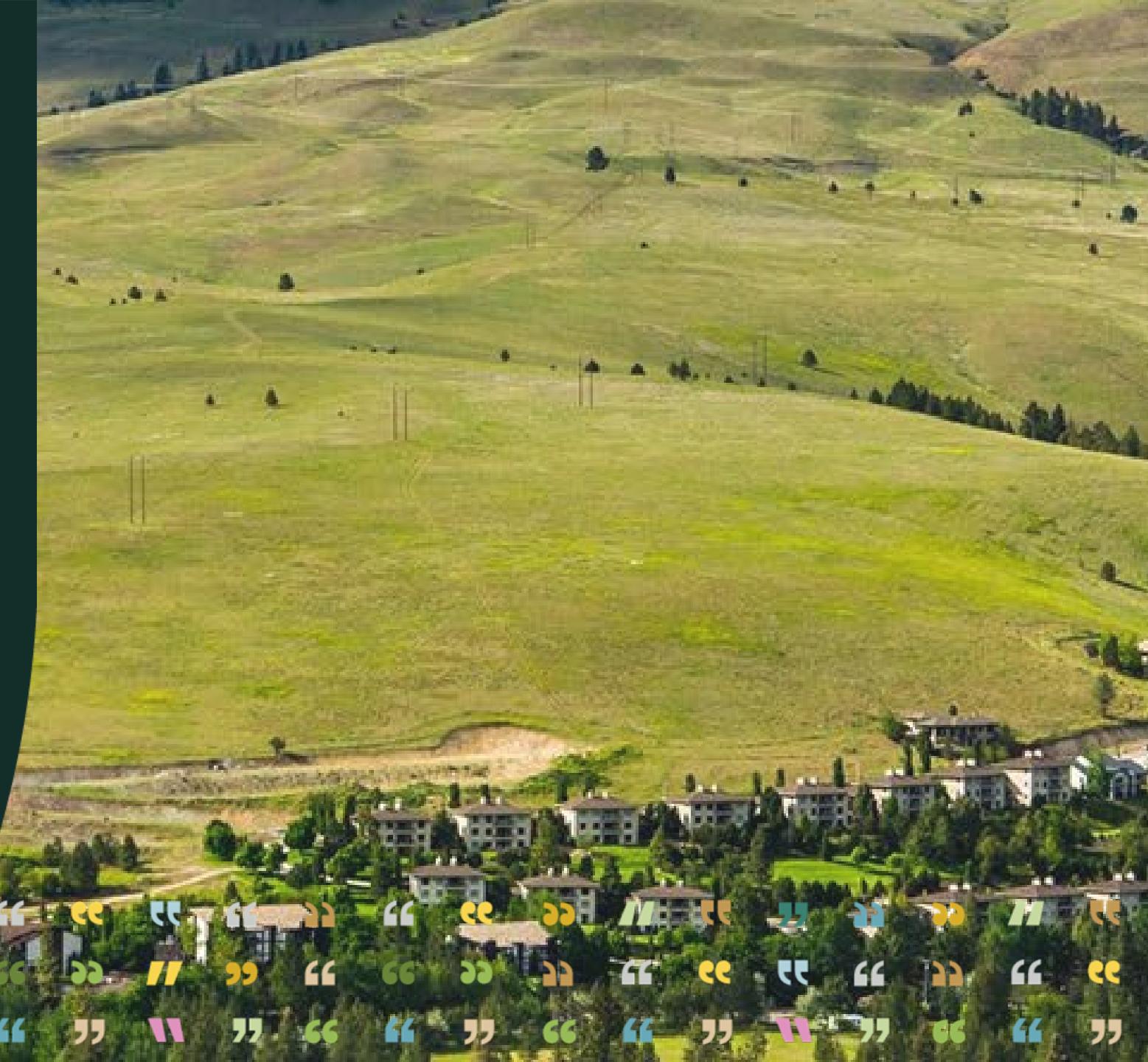
61 received **similar** ratings

48 received lower ratings





Key Findings





Missoula's parks and recreation opportunities are highly valued by residents, with ratings higher than the National Benchmark.



1



Parks and Recreation in Missoula



Please rate each of the following in the Missoula community:

National Benchmark Comparison

- Higher
- Similar
- Lower





**Missoula's
educational
and cultural
opportunities
are a valued
aspect of
community
livability.**

2



Education, Arts, and Culture in Missoula



Please rate each of the following in the Missoula community:

**National
Benchmark
Comparison**

■ Higher

Opportunities to attend special events and festivals

82%

■ Similar

Opportunities to attend cultural/arts/music activities

81%

■ Lower

Opportunities for education, culture and the arts

80%

Community support for the arts

80%

Adult educational opportunities

69%

K-12 education

65%

Percent excellent or good



**Missoula
residents rate the
City's safety as
comparable to
national
standards, while
recognizing
opportunities for
improvement.**

3



Safety in Missoula



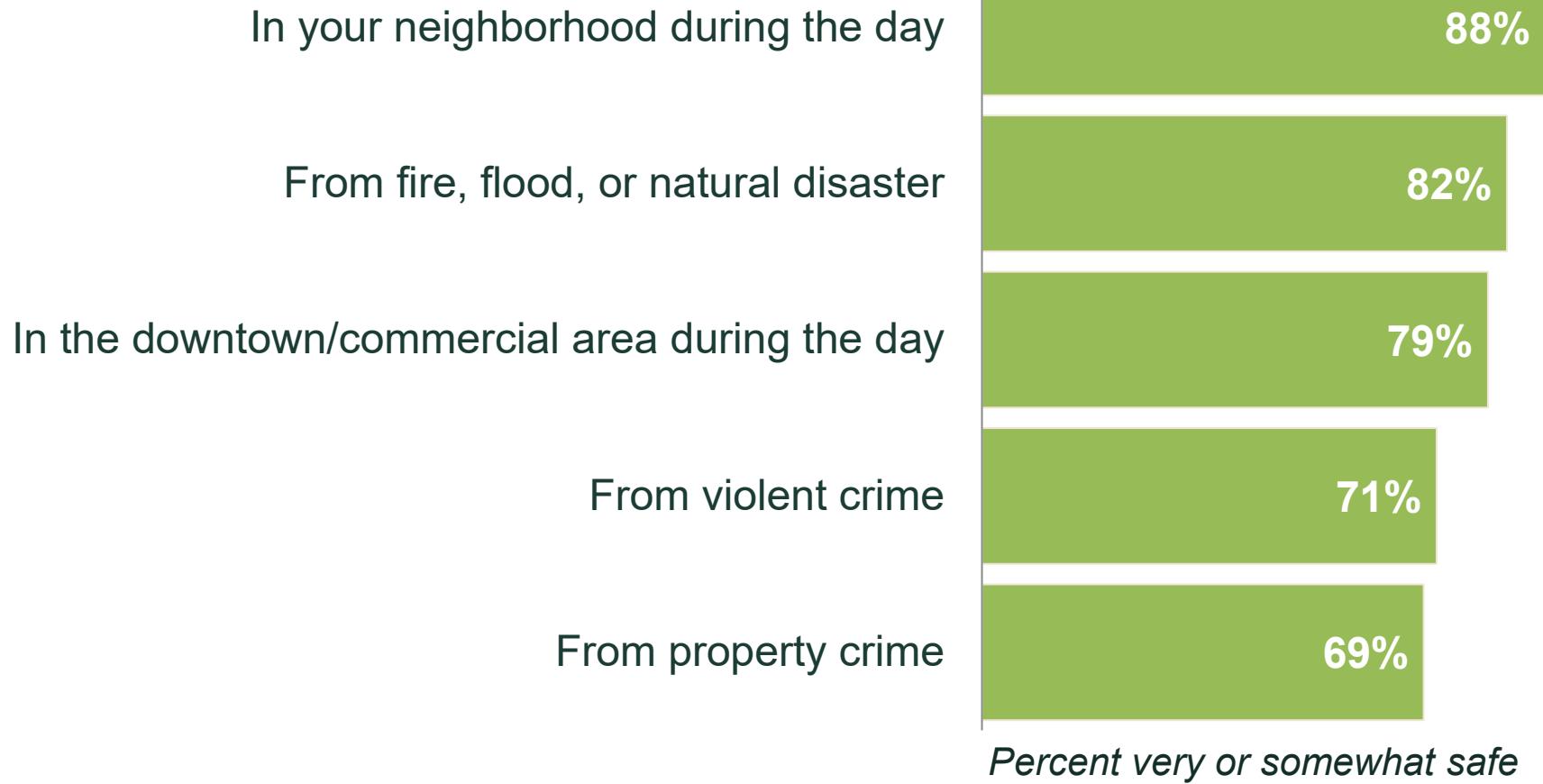
Please rate how safe or unsafe you feel:

**National
Benchmark
Comparison**

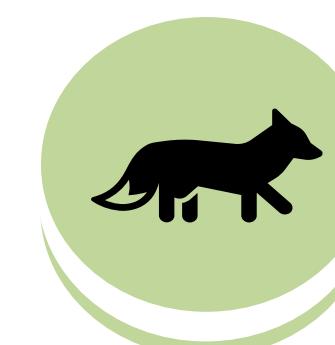
■ Higher

■ Similar

■ Lower



Safety Services in Missoula



92%

Fire
services

82%

Ambulance/
Emergency
medical
services

74%

Fire
prevention/
education

67%

Animal
control

Percent excellent or good



Residents
highly value
economic
health but have
expressed
dissatisfaction
through low
ratings

4



The Economy in Missoula



Please rate each of the following in the Missoula community:

**National
Benchmark
Comparison**

■ Higher

■ Similar

■ Lower



The Economy in Missoula



Please rate each of the following in the Missoula community:

National Benchmark Comparison

■ Higher

■ Similar

■ Lower

Missoula as a place to work

45%

Economic development

33%

Employment opportunities

26%

Overall economic health

26%

Cost of living

5%

Percent excellent or good



Community
design and
housing
availability may
be an area of
opportunity for
Missoula



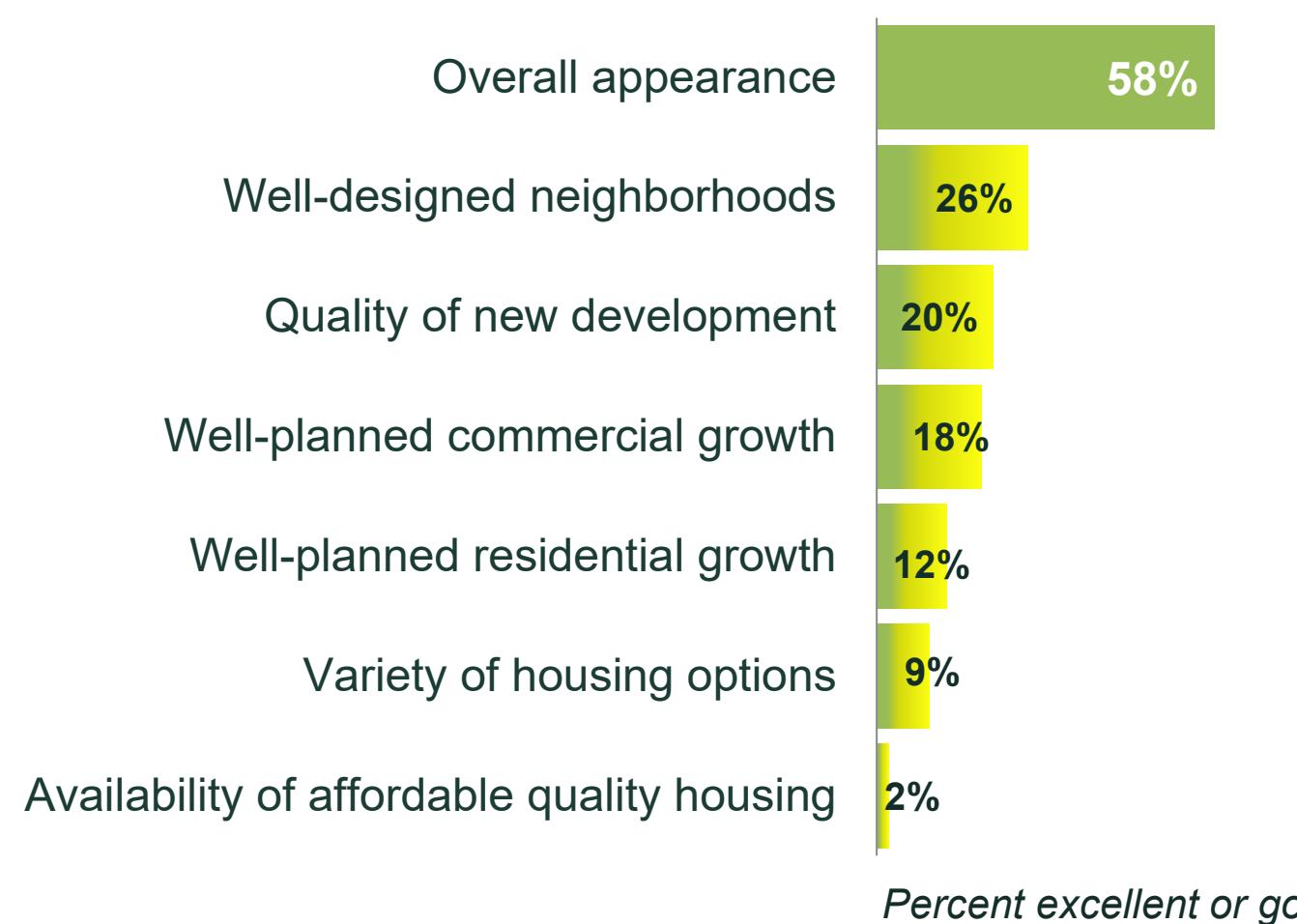
Community Design in Missoula



Please rate each of the following in the Missoula community:

**National
Benchmark
Comparison**

- Higher
- Similar
- Lower





Additional Special Topics

13. Without other revenues, services provided by the City of Missoula may have to be reduced in the future. This includes services and programs that have been funded through grant programs that are coming to an end. From the following list of municipal services, please indicate whether you support a reduction in services or support a tax increase to maintain current service levels.

	Support reduction	Support tax increase
Investments in the affordable housing trust fund	1	2
Sheltering services for unhoused neighbors	1	2
Climate and sustainability programs to address impacts of climate change	1	2
Access to indoor recreation activities for childcare and afterschool programs	1	2
Financial support for community organizations	1	2
Construction of new sidewalks	1	2
Construction of new streets, traffic signals, and roundabouts	1	2

14. How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Missoula?

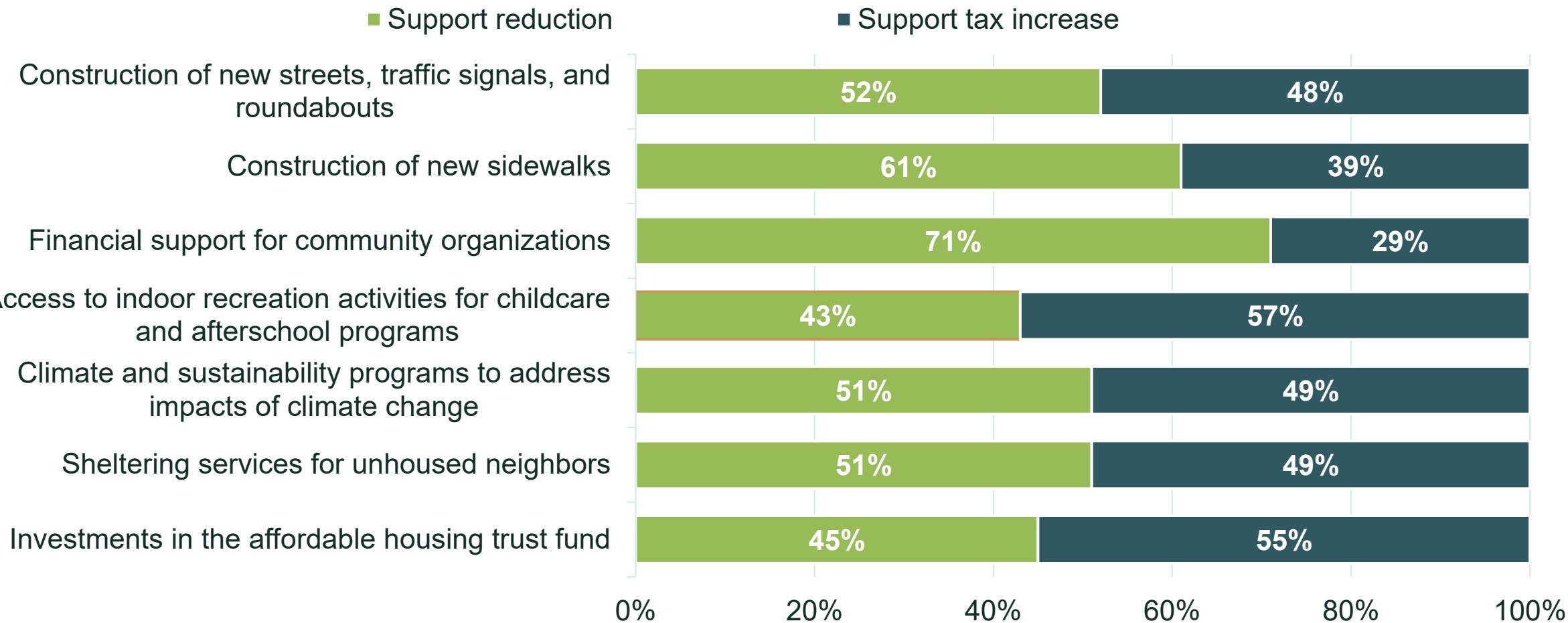
	Major source	Minor source	Not a source
Email subscription	1	2	3
City Website (www.ci.missoula.mt.us)	1	2	3
Printed or online newspaper (e.g. Missoulian, Current, Pulp)	1	2	3
City Social Media (Facebook, Instagram, YouTube, Twitter/X)	1	2	3
Local / Regional TV Station	1	2	3
Word of mouth	1	2	3
City newsletters and brochures	1	2	3
Annual reports	1	2	3

15. In the upcoming state legislative session, several measures may be considered to address the issue of property tax reform in Montana. Please indicate the extent to which you support or oppose the following types of reforms:

	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose
Provide equalization among property types (e.g., residential vs. commercial) to ensure consistent contributions	1	2	3	4	5
Offer a tax break to homeowners whose properties are at or below the median value	1	2	3	4	5
Allow cities to include a tourism sales tax on local ballots that would allocate proceeds to property tax relief	1	2	3	4	5
Provide an income tax credit to certain homeowners and renters based on income to relieve property tax burden	1	2	3	4	5
Provide an increased tax rate for luxury homes valued at more than \$2.5 million	1	2	3	4	5



From the following list of municipal services, please indicate whether you support a reduction in services or support a tax increase to maintain current service levels.

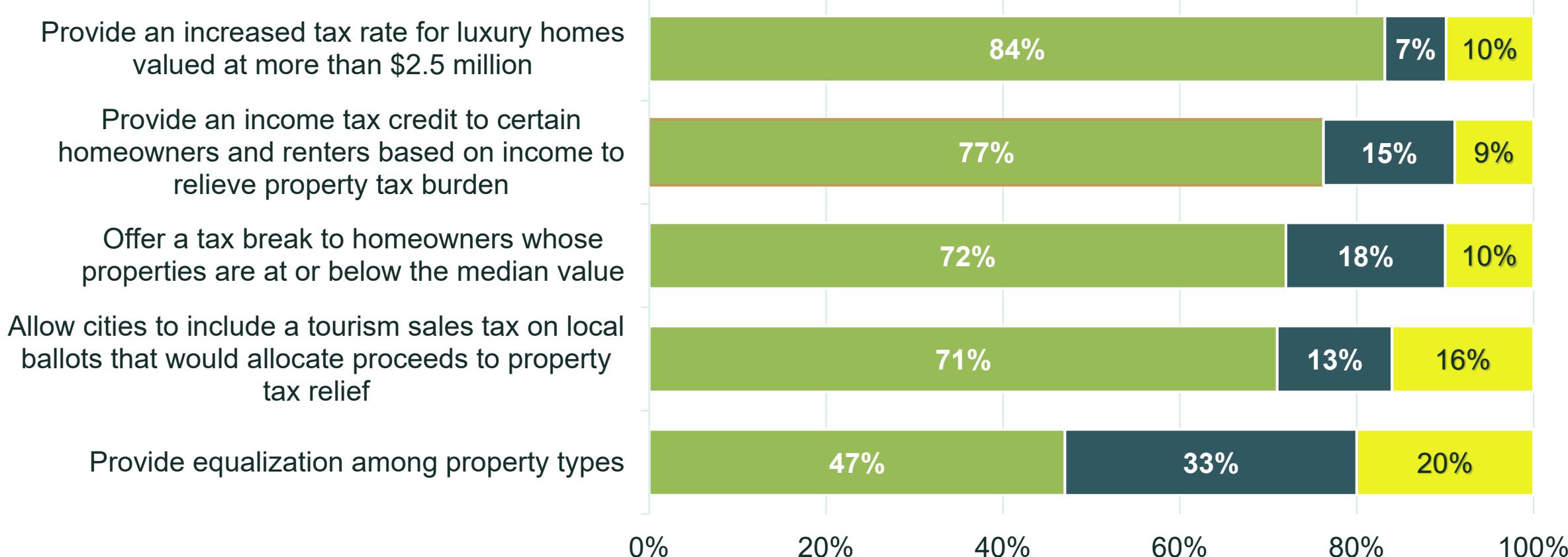


Property Tax Reform



Please indicate the extent to which you support or oppose the following types of reforms

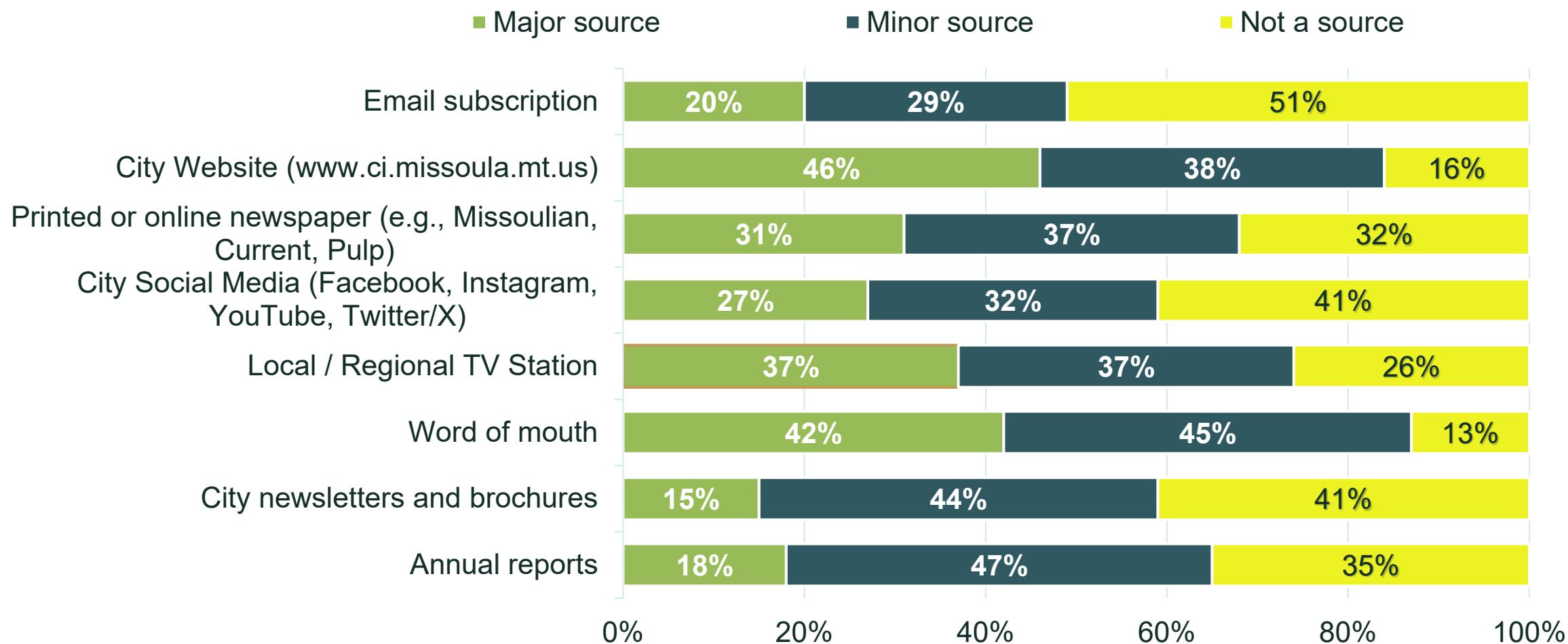
■ Support/Strongly Support ■ Neither support nor oppose ■ Oppose/Strongly oppose



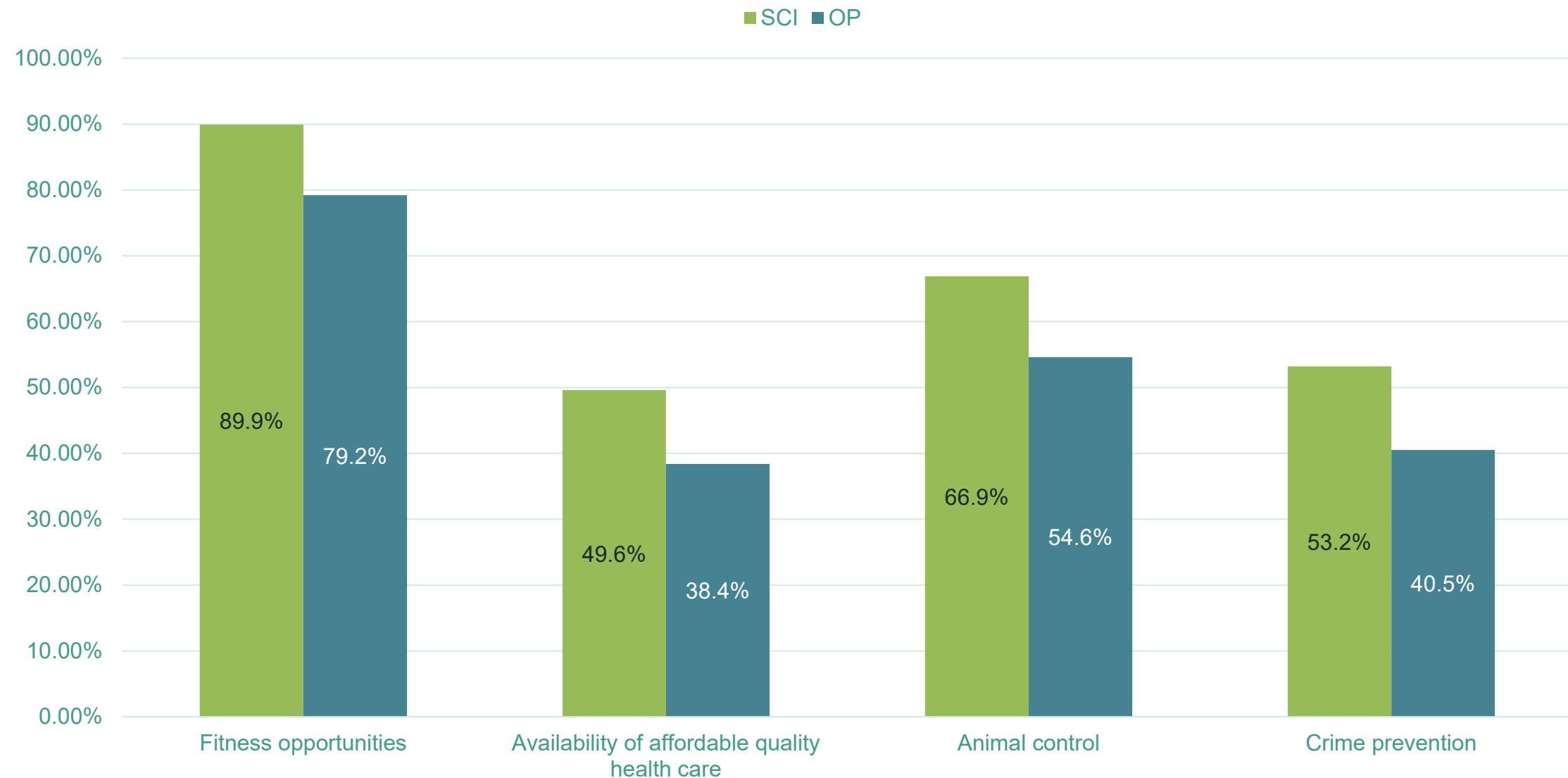
Information Sources



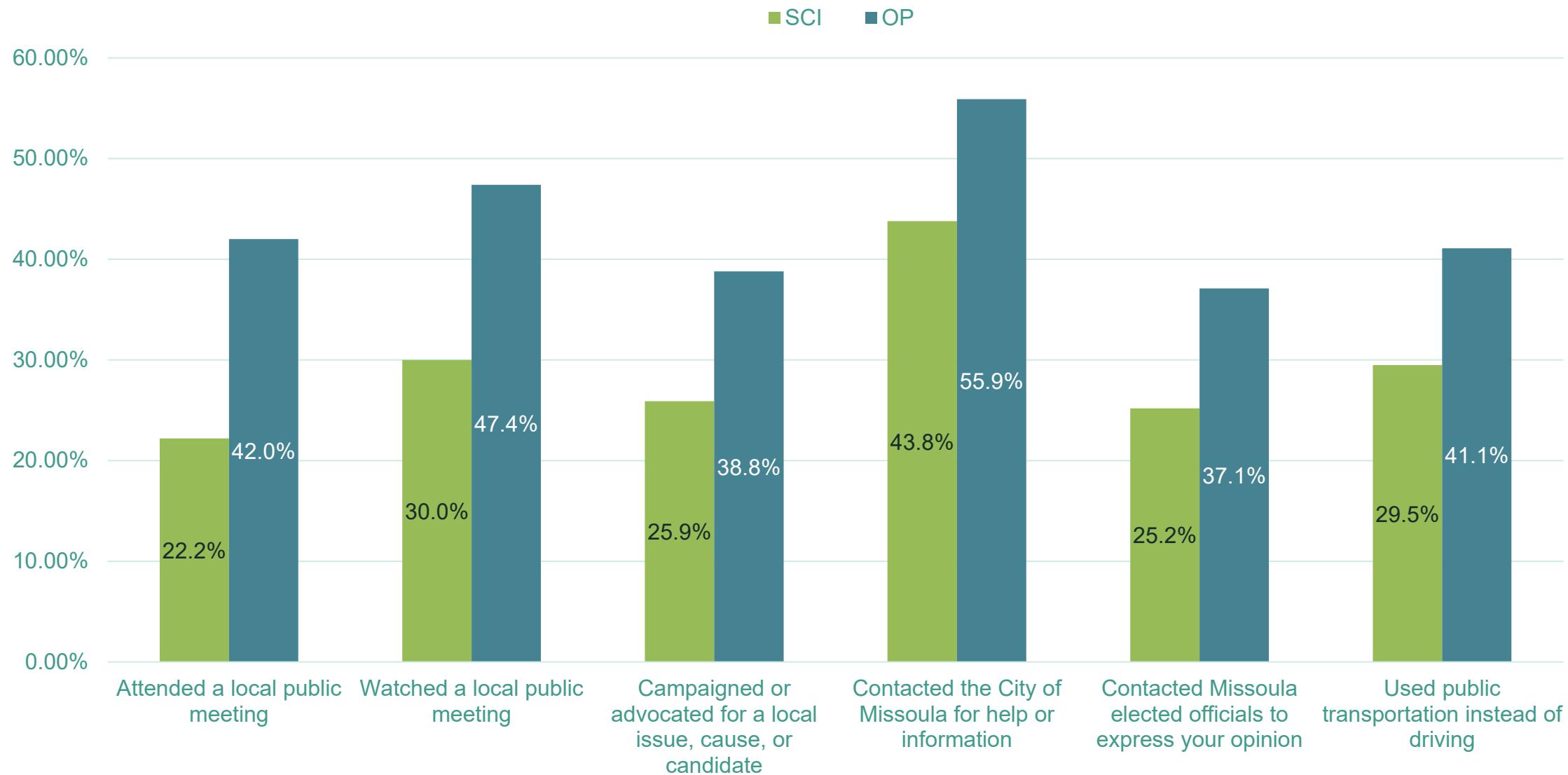
How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Missoula?



Scientific Survey v Open Participation



Scientific Survey v Open Participation





Summary of Conclusions

1. Missoula's parks and recreation opportunities are highly valued by residents, with ratings higher than the National Benchmark.
2. Missoula's educational and cultural opportunities are a valued aspect of community livability.
3. Missoula residents rate the City's safety as comparable to national standards, while recognizing opportunities for improvement.
4. Residents highly value economic health but have expressed dissatisfaction through low ratings
5. Community design and housing availability may be an area of opportunity for the Missoula.

Next Steps: ENGAGE With Community Members



ENGAGE

Participants

Content

Outreach

Polco Library



This library contains curated surveys and polls created by survey scientists at National Research Center, Polco's dedicated research team. You can use these as they are, look around for inspiration, or make a copy and customize to fit your needs.

All content in the Polco Library is proprietary and is for exclusive use on the Polco platform. The use of Polco Library content in unsolicited ways is prohibited. Please refer to our [Terms of Use](#) for details.

We also have toolkits which cover a range of questions based around certain topics. The modules in our toolkit can be used individually by your organization over time to provide an environmental scan.

Available toolkits:

- COVID-19
- Libraries
- School Districts

Public Safety Communications

Governance Safety

As part of our ongoing efforts to better serve the community, we need input from you! Take this quick survey to share your feedback about the (XYZ)'s communication pertaining to public safety issues and news. Your responses will be kept confidential, and no identifying

communications governance safety outreach
information public safety emergency communication

View

Emergency Communications

Safety Governance

Used by 2 profiles

As we continue our efforts to meet the dynamic needs of (ABC) residents, we need your critical input. Please take this quick survey to share your thoughts on emergency preparedness and related (XYZ) communications. The results will help us improve our

information alert urgent public safety
communications emergency preparedness alerts news
disaster emergency 311 disaster preparedness safety
communication governance

View

Search

Filter or search to find the content you are looking for.

Content Type

All

Domain

All

Text search

communication

Popular tags

communications government

information communication

news media

customer service governance

safety public safety

Clear all tags

Search

State of Wisconsin | WI



Post

Do we need a new park?

Contains: text, image, data points, survey, prioritization

Read Post



Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

Map of projected park



Customizable surveys and polls created by survey scientists at Polco.



Missoula currently has 449 subscribers on Polco.



Included in Current Subscription

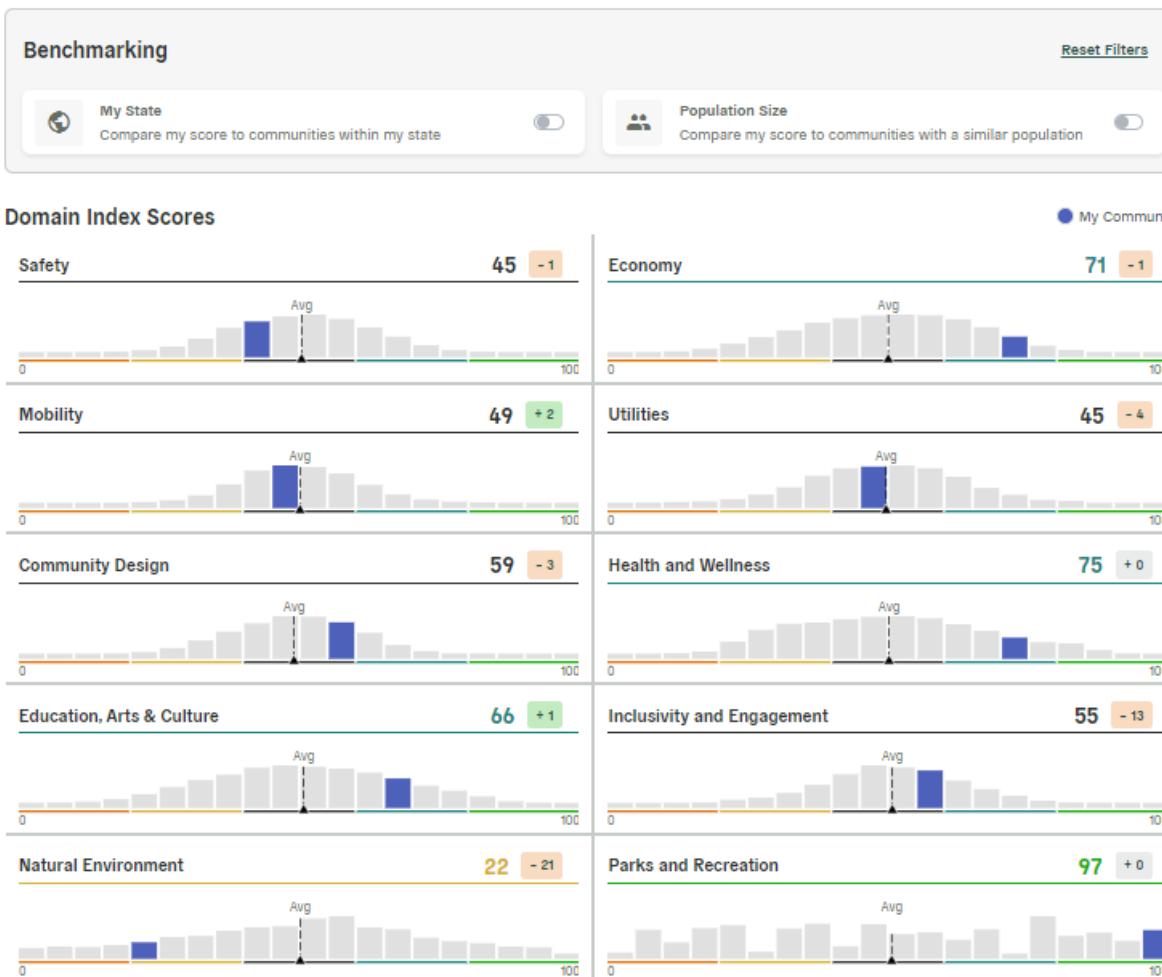


Optional Add-on

Next Steps: TRACK Missoula's Data



Performance Summary



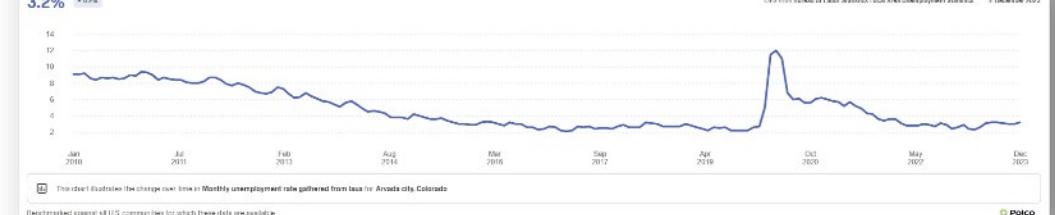
Score last updated January 2023

Economy

71 / 100

Monthly unemployment rate

3.2%



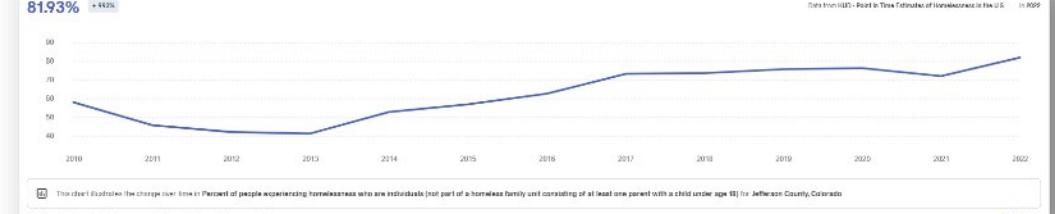
Score last updated December 2023

Community Design

59 / 100

Percent of homeless population who are individuals

81.93%



Included in Current Subscription



Optional Add-on

Additional Offerings: Continue to ASSESS



CASOA®

COMMUNITY ASSESSMENT SURVEY
FOR OLDER ADULTS*

THE NBS™

THE NATIONAL BUSINESS SURVEY™

THE NLES

THE NATIONAL LAW ENFORCEMENT SURVEY

THE NES™

THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE

THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

The interface shows a budget allocation screen with a total of \$961,000 selected and \$239,000 available. Projects listed include City Hall Accessibility, Tourism Renovation, Bandshell Roof Repair, Beacon Park Pathway, Archaeological Reporting, and Window Repair. A pie chart titled 'Where the Money Goes' shows revenue distribution across various departments. A 'Revenue' bar chart shows specific revenue sources like Taxes and Fines. A 'More Information' section discusses the cost of lower-cost, non-sworn officers.

YOUR CITY AND COUNTY OF DENVER TAX RECEIPT	
Affordable Housing	\$1.89
Dedicated Affordable Housing Property Tax Mill	\$0.00
Housing Investment Fund Transfer	\$0.81
Office of Housing and Opportunities for People Everywhere (HOPE)	\$0.18
Social Impact Bond	\$0.18
Capital Projects	\$0.98
Bond Principal and Interest Property Tax Mill	\$13.50
Capital Improvement Projects	\$0.00
Improvement and Maintenance Property Tax Mills	\$13.50
Community Planning and Development	\$0.00
Board of Adjustment for Zoning Appeals	\$8.23
Planning, Permitting, Inspections and Administration of Community Planning & Development Dept	\$0.10
Courts/Legal	\$8.13
City Attorney	\$15.79
County Court & Municipal Public Defender	\$8.71
Economic Development	\$7.08
Economic Development	\$3.52
Excise and Licenses	\$2.14
Finance	\$1.38
Contingency	\$33.31
Finance/Payments for Public Buildings	\$7.33
Governing	\$25.98
City Council	\$2.16
Mayor's Office	\$1.78
TOTAL:	\$8.46
	\$76.62

Included in Current Subscription

Optional Add-on

Questions?

Thank you!

Brandon Barnett
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Polco/National Research Center
brandon@polco.us