

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## Missoula, MT

The National Community Survey™

2024 Results

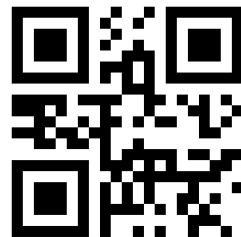




## Civic Communication & Analytics Platform

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

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**polco.us**



## Advanced Survey Science & Performance Analytics

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

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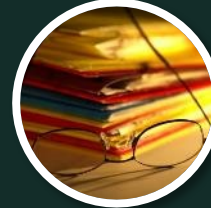
# Resident Surveys in Local Governance



**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 NCS™**

THE NATIONAL COMMUNITY SURVEY™



# The National Community Survey™ in Missoula

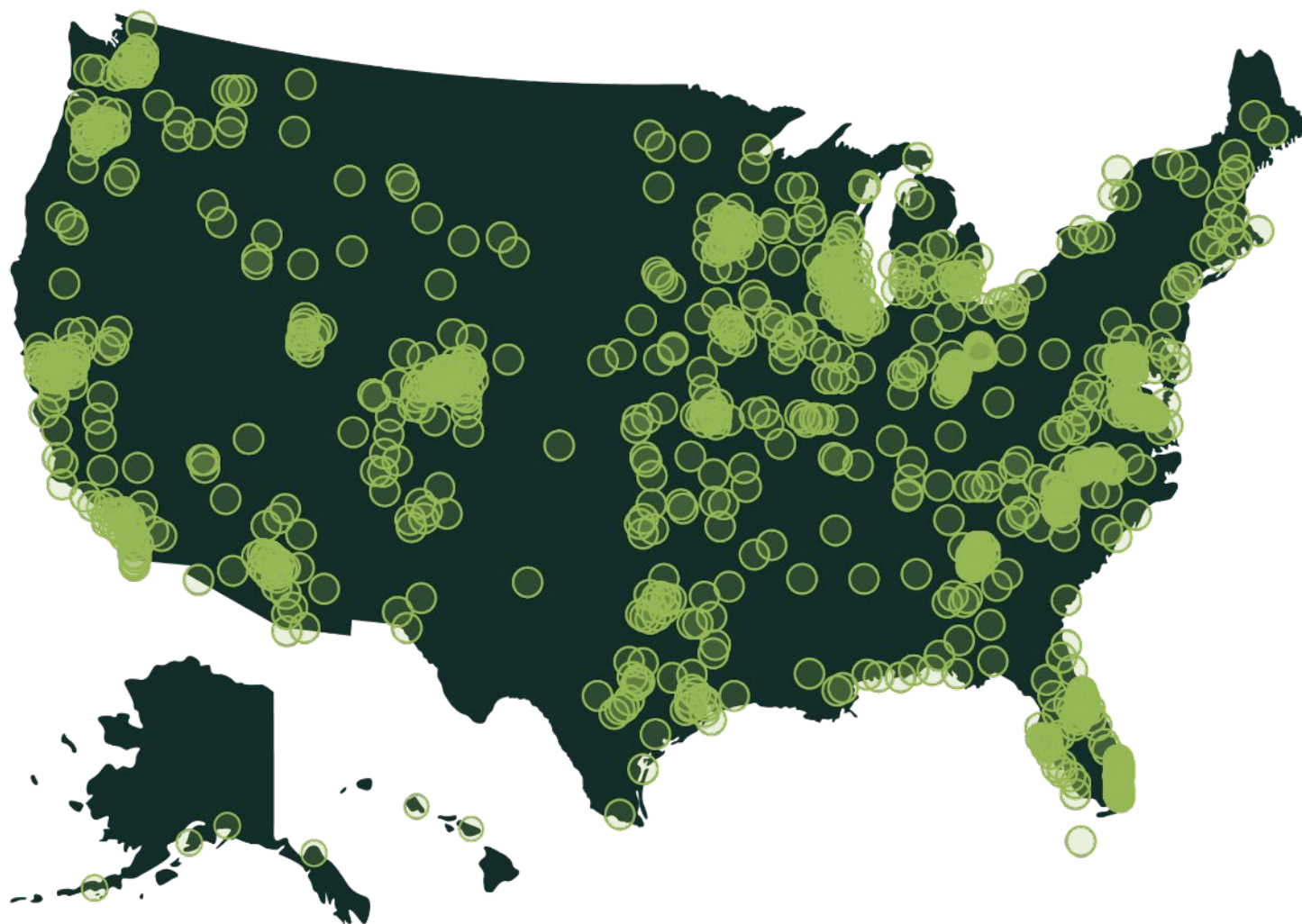


## The NCS™ for Missoula, MT

- 1<sup>st</sup> time conducting The NCS
- Survey conducted from October 23<sup>rd</sup>, 2024 – December 4<sup>th</sup>, 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



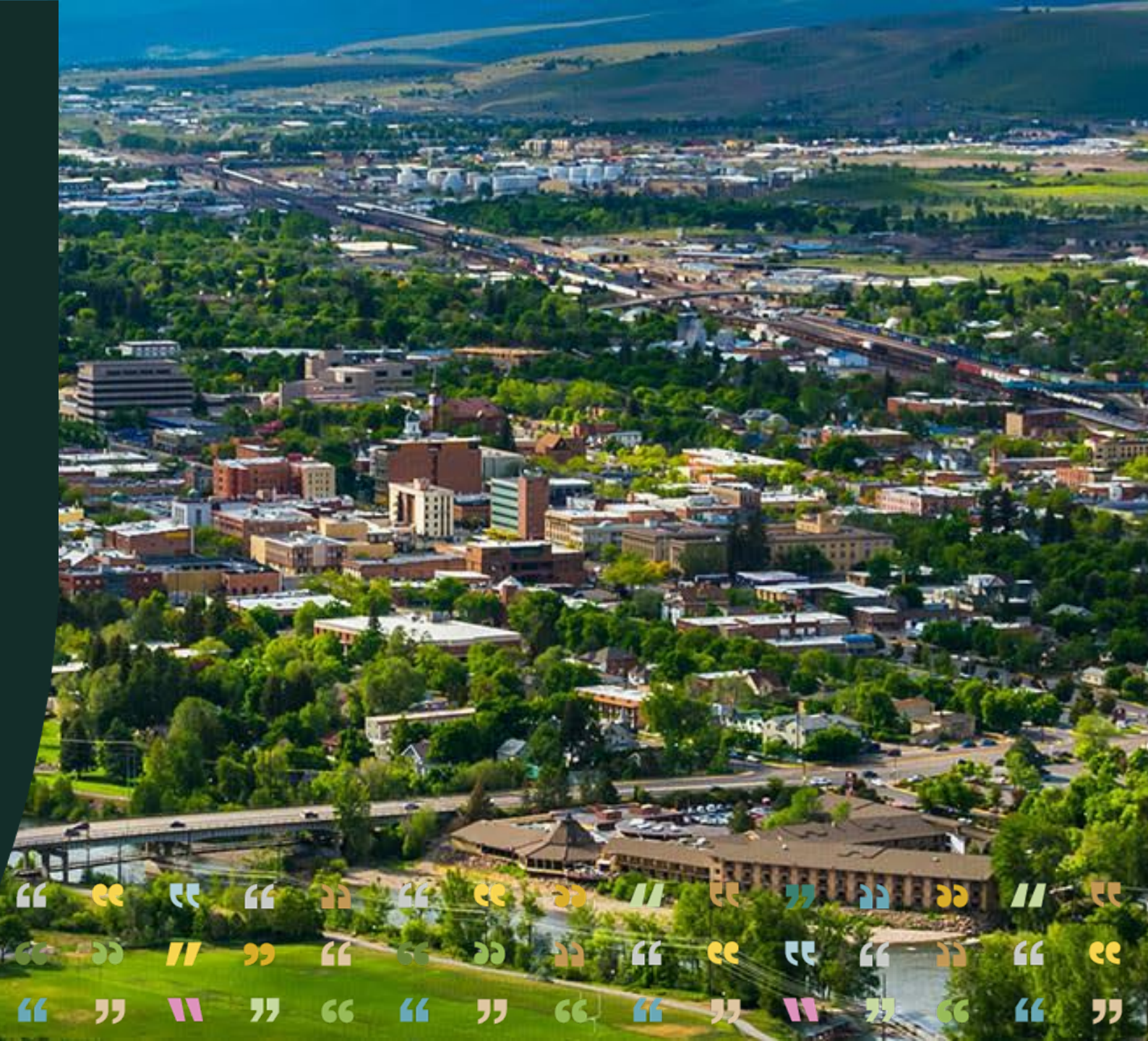
More than  
**500**  
comparison  
communities  
across the  
nation.

Representing  
the opinions  
of more than  
**50 million**  
residents.





# Overview of Survey Results

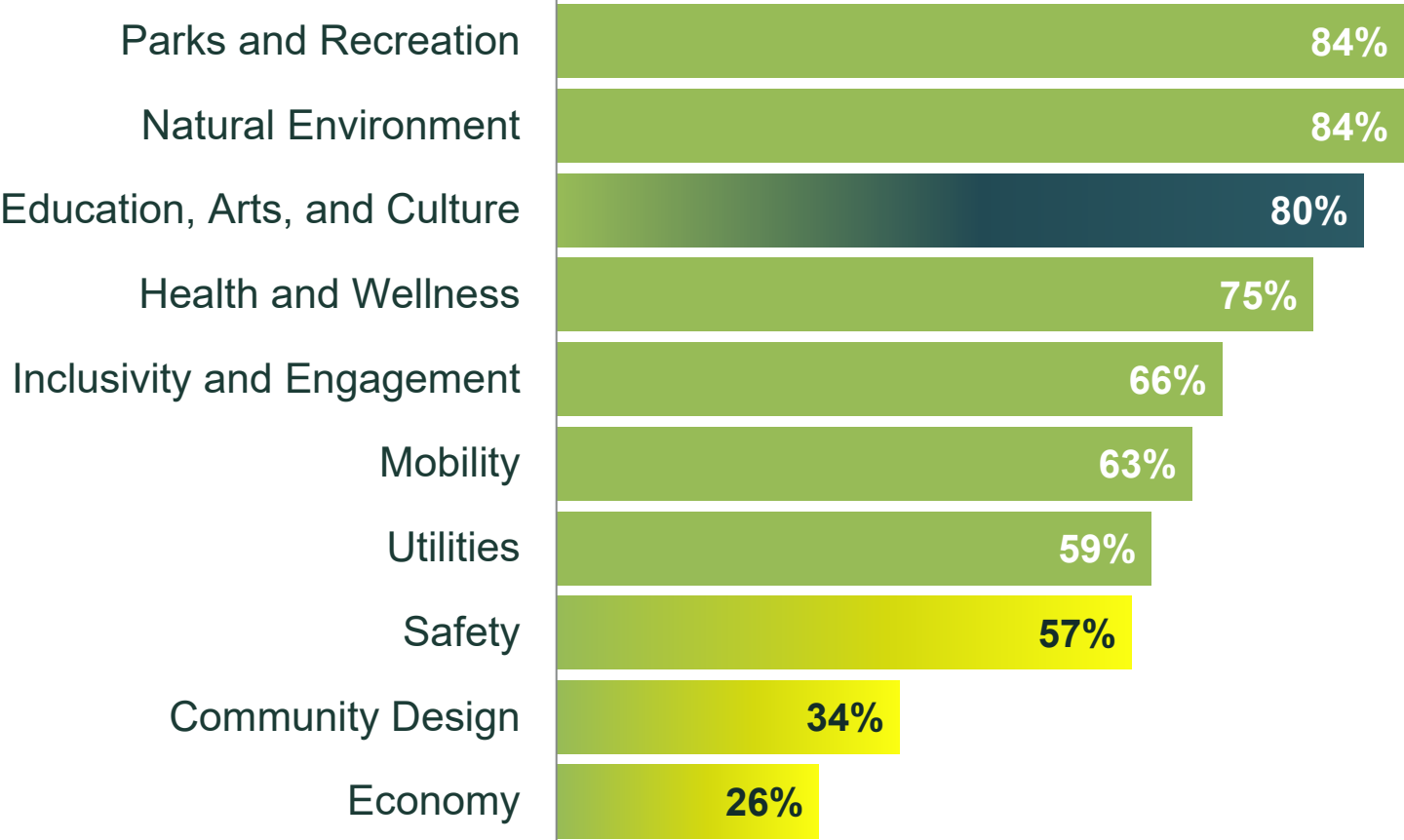


# Facets of Community Livability: Quality



National  
Benchmark  
Comparisons:

- Higher
- Similar
- Lower



Percent excellent or good



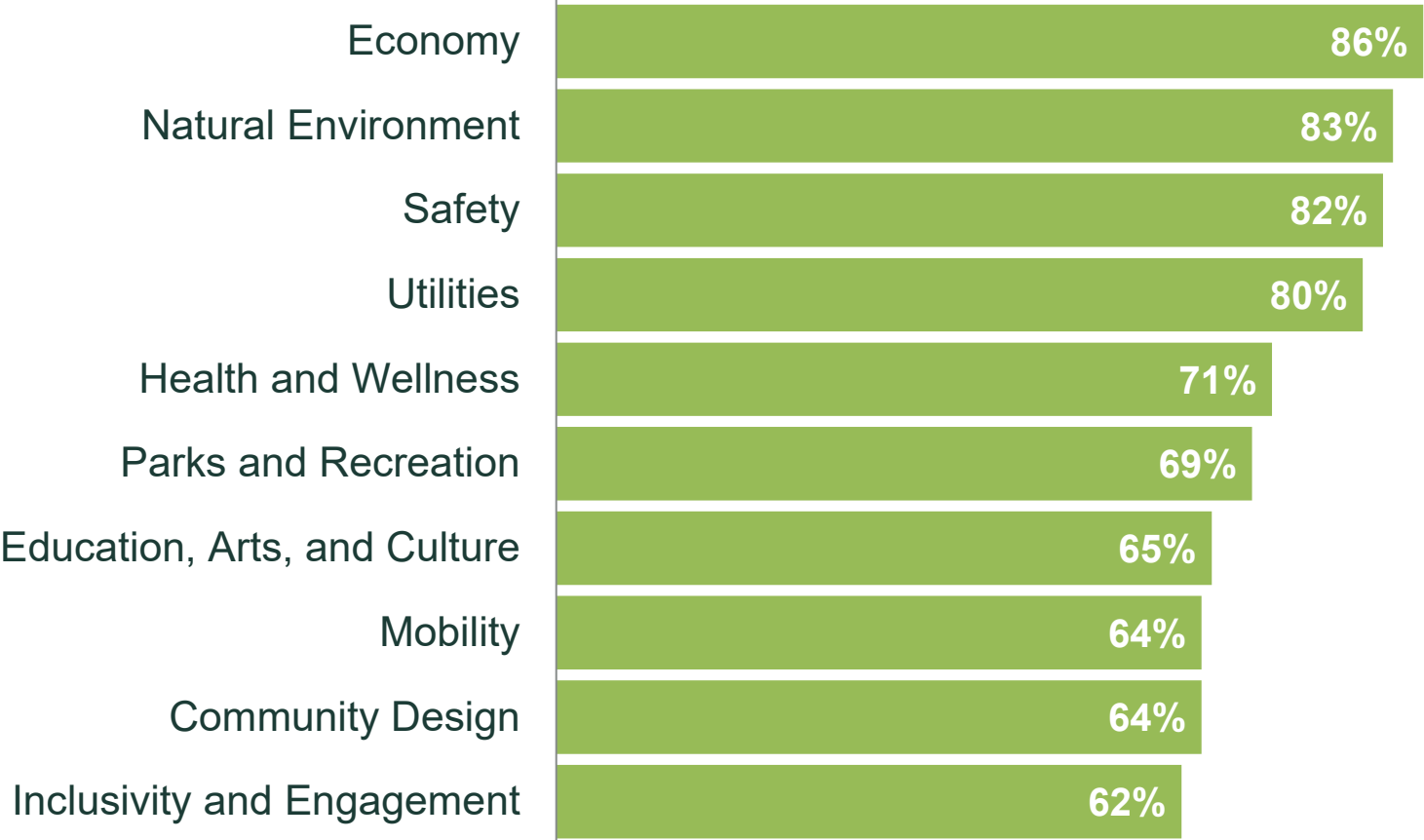


# Facets of Community Livability: Importance



National  
Benchmark  
Comparisons:

- Higher
- Similar
- Lower

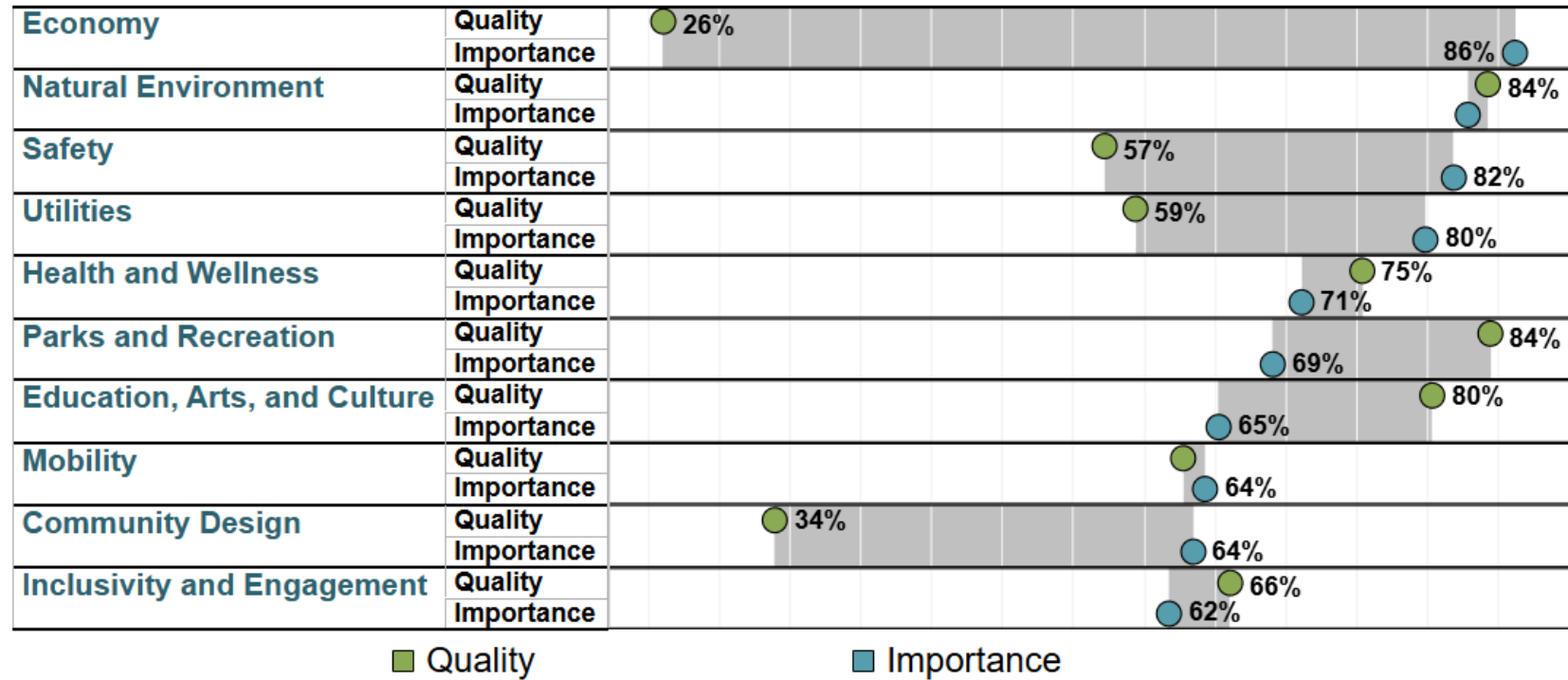


Percent excellent or good





# Balancing Quality and Importance







## Comparisons to National Benchmarks

14 received **higher** ratings

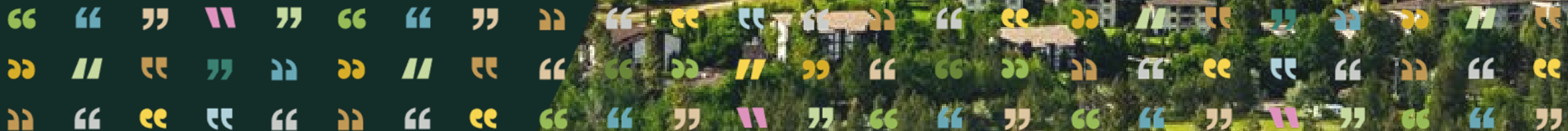
61 received **similar** ratings

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



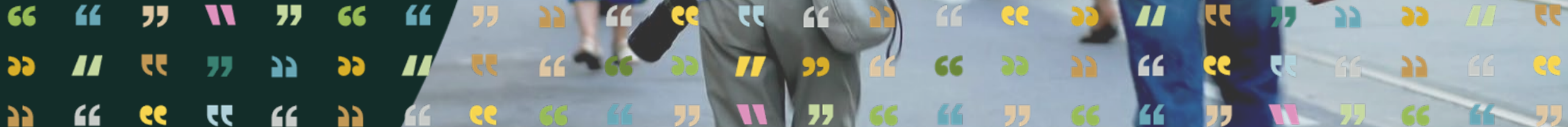
Percent excellent or good





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
- Similar
- Lower



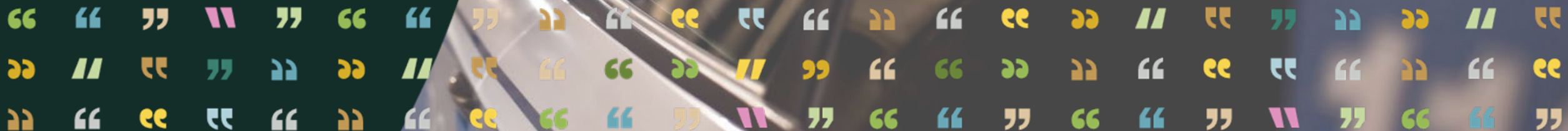
Percent excellent or good





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

3



# Safety in Missoula



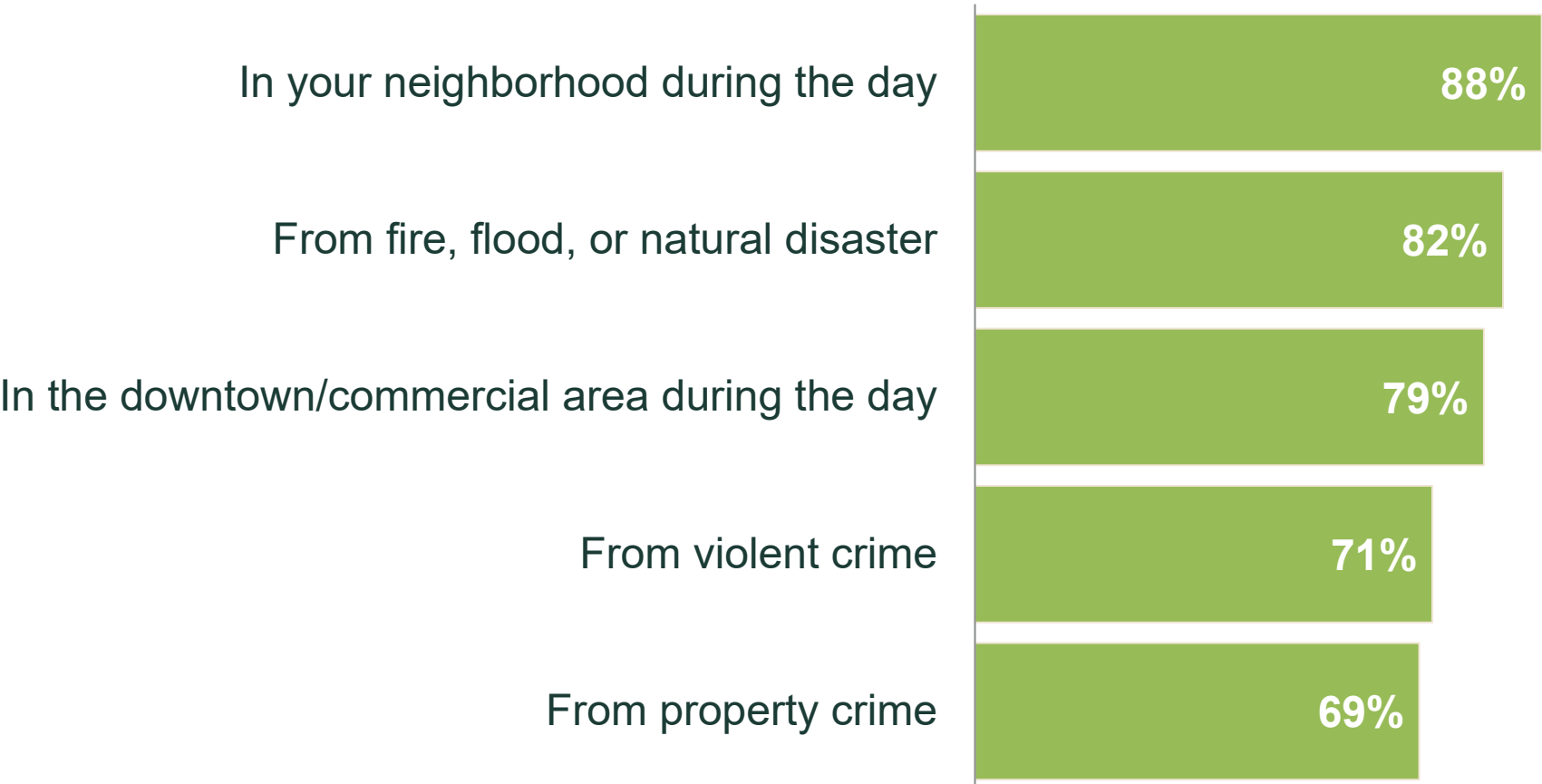
Please rate how safe or unsafe you feel:

National  
Benchmark  
Comparison

■ Higher

■ Similar

■ Lower



Percent very or somewhat safe

# Safety Services in Missoula



**92%**

Fire  
services



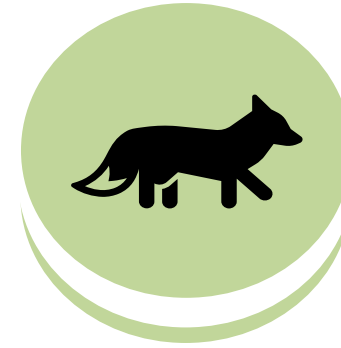
**82%**

Ambulance/  
Emergency  
medical  
services



**74%**

Fire  
prevention/  
education



**67%**

Animal  
control

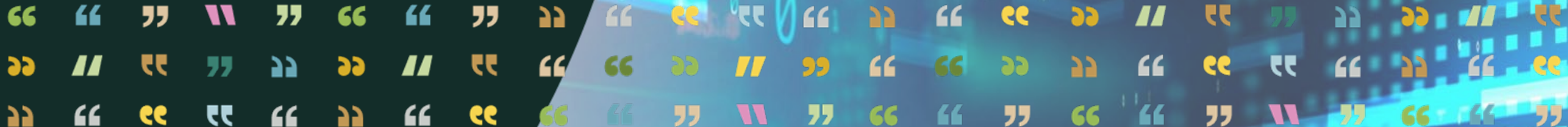
Percent excellent or good





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



Percent excellent or good

# 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

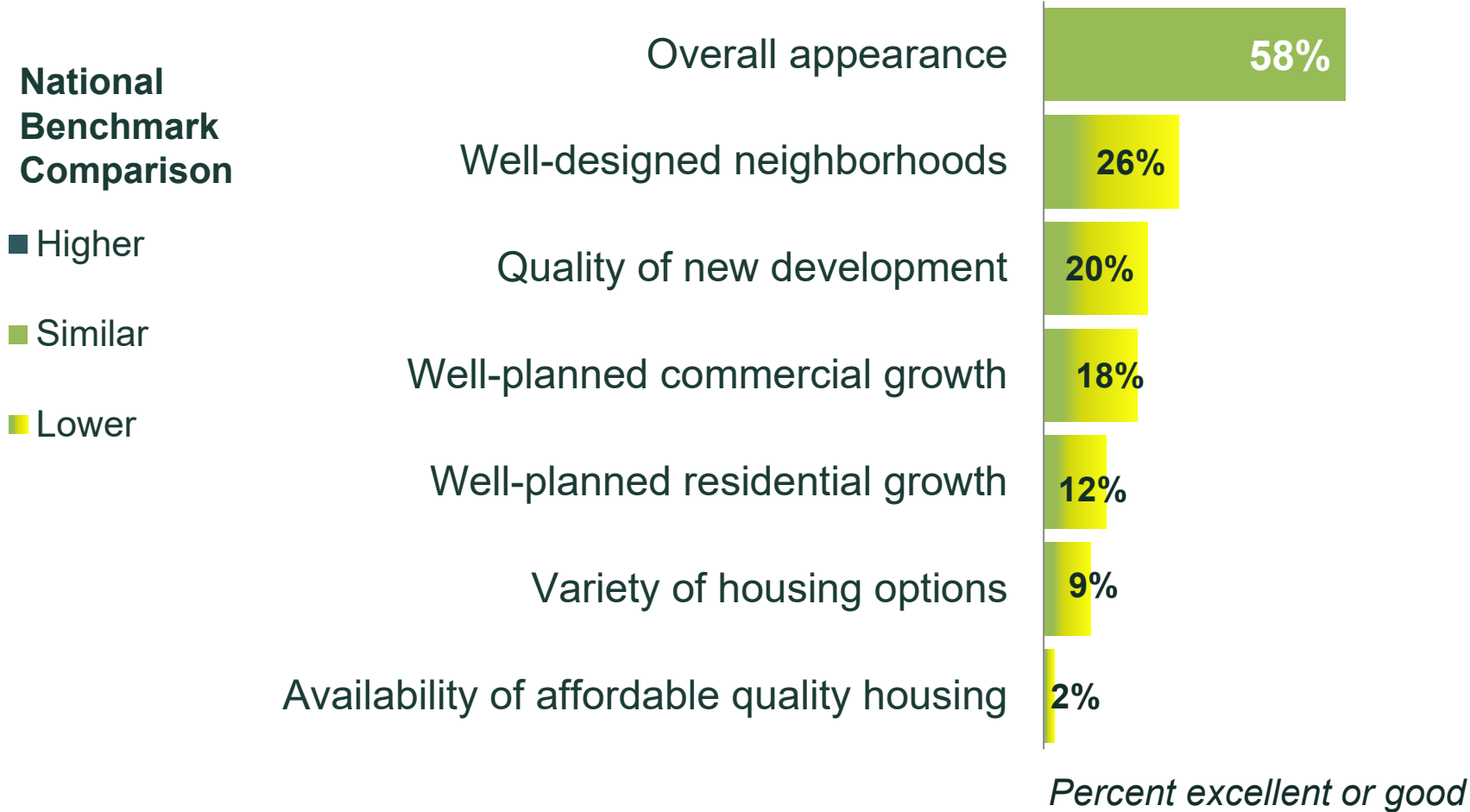
5



# Community Design in Missoula



Please rate each of the following in the Missoula community:







# 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:

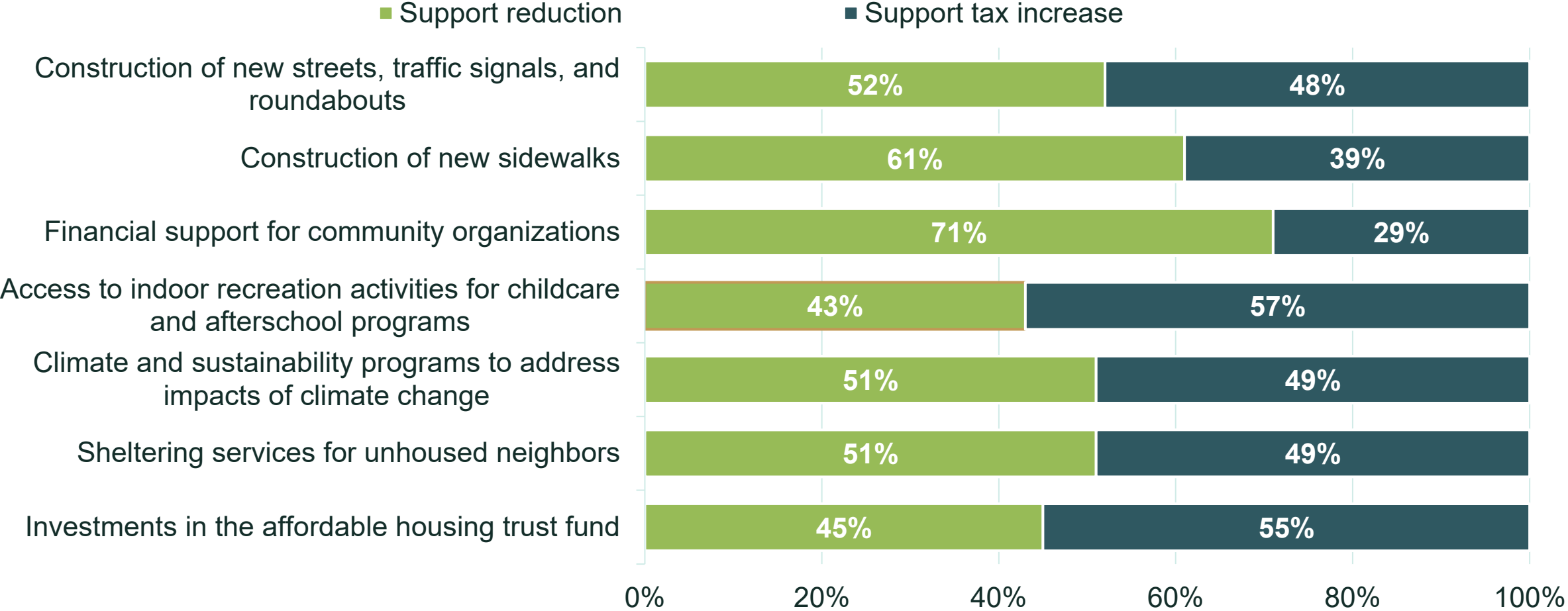
	Strongly support	Support	Neither support nor oppose	Oppose	Strongly oppose
Provide equalization among property types (e.g., residential vs. commercial) to ensure consistent contributions .....	1	2	3	4	5
Offer a tax break to homeowners whose properties are at or below the median value .....	1	2	3	4	5
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



# Budget



**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.**

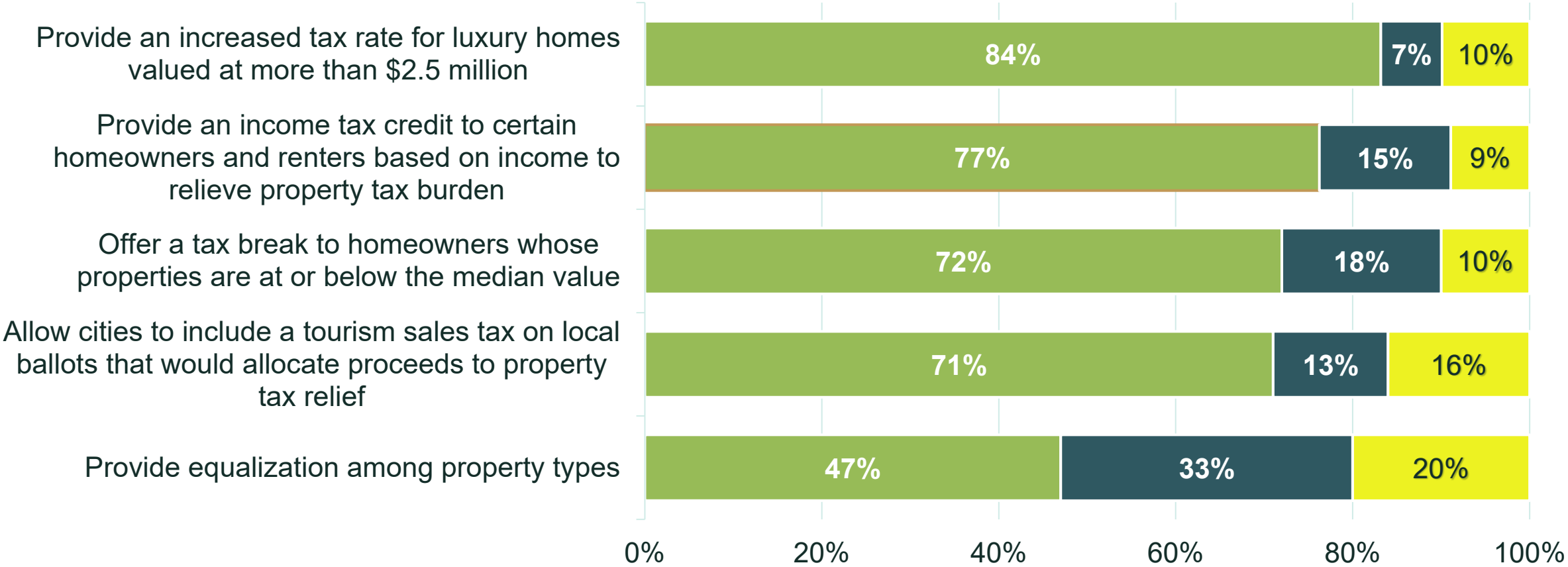


# Property Tax Reform



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

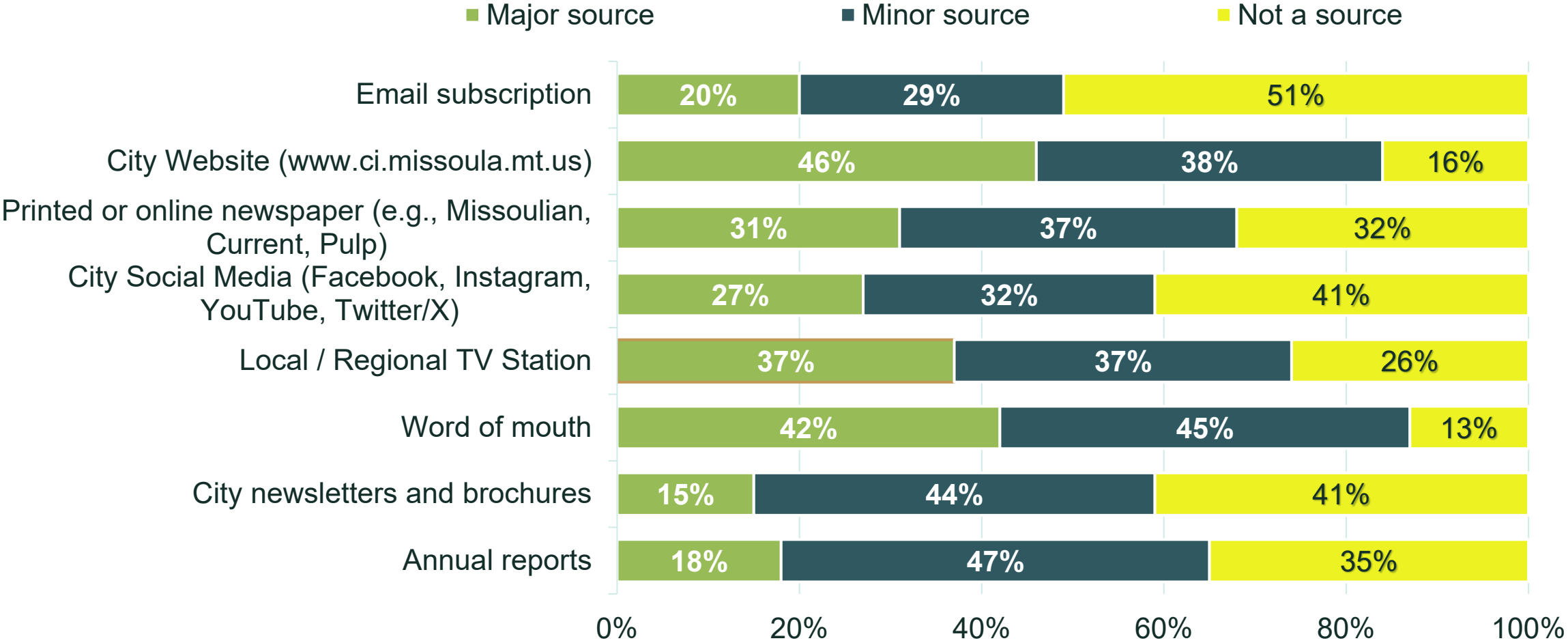
■ Support/Strongly Support   ■ Neither support nor oppose   ■ Oppose/Strongly oppose



# 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?

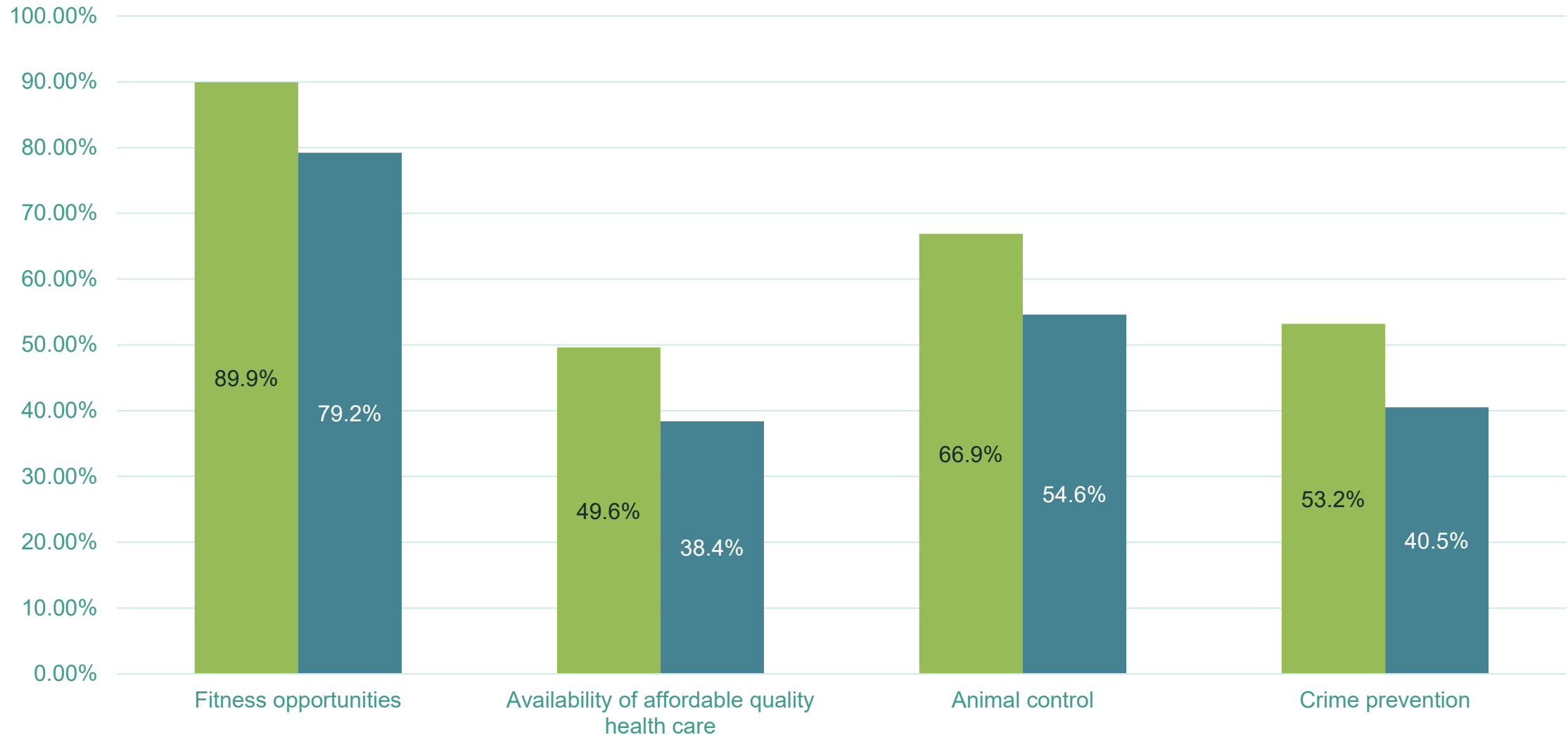




# Scientific Survey v Open Participation



■ SCI ■ OP



# 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

Customizable surveys and polls created by survey scientists at Polco.

Missoula currently has 449 subscribers on Polco.

✓

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. 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

# Next Steps: TRACK Missoula's Data



## Performance Summary

Score last updated December 2023

### Benchmarking

[Reset Filters](#)



My State

Compare my score to communities within my state



Population Size

Compare my score to communities with a similar population



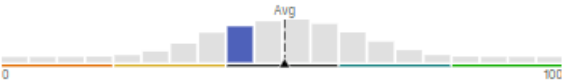
### Domain Index Scores

My Community

#### Safety

45

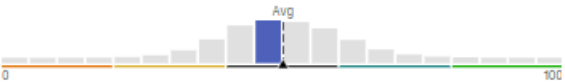
-1



#### Mobility

49

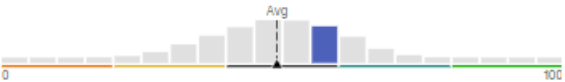
+2



#### Community Design

59

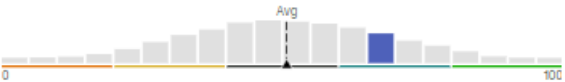
-3



#### Education, Arts & Culture

66

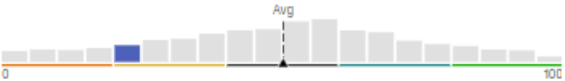
+1



#### Natural Environment

22

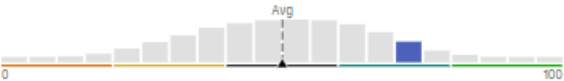
-21



#### Economy

71

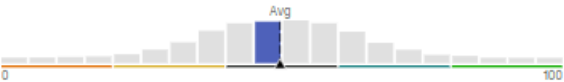
-1



#### Utilities

45

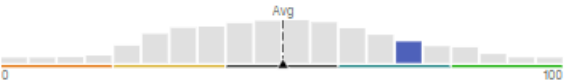
-4



#### Health and Wellness

75

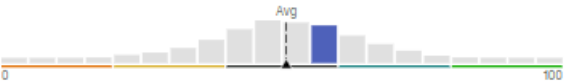
+0



#### Inclusivity and Engagement

55

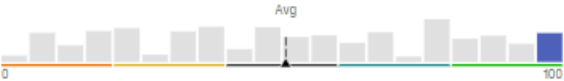
-13



#### Parks and Recreation

97

+0

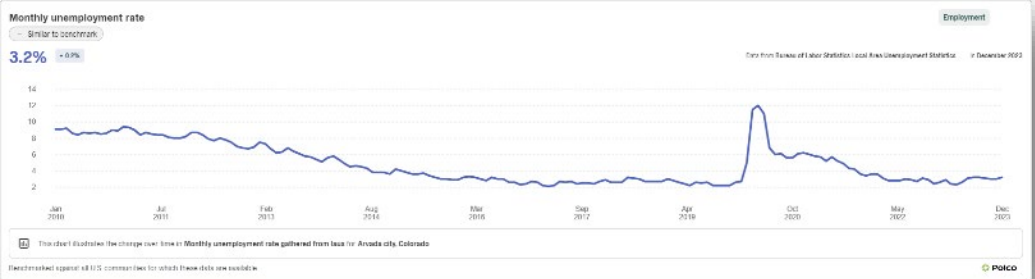


Score last updated January 2023

## Economy

71 / 100

-1

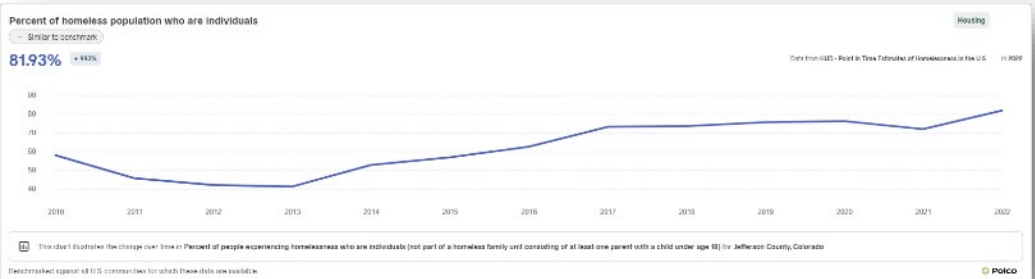


Score last updated December 2023

## Community Design

59 / 100

-3



Included in Current Subscription



Optional Add-on

# Additional Offerings: Continue to ASSESS



**THE NCS™**  
THE NATIONAL COMMUNITY SURVEY™



**CASOA®**

COMMUNITY ASSESSMENT SURVEY  
FOR OLDER ADULTS\*

**THE NBS™**

THE NATIONAL BUSINESS SURVEY™

**THE NLES**

THE NATIONAL LAW ENFORCEMENT SURVEY

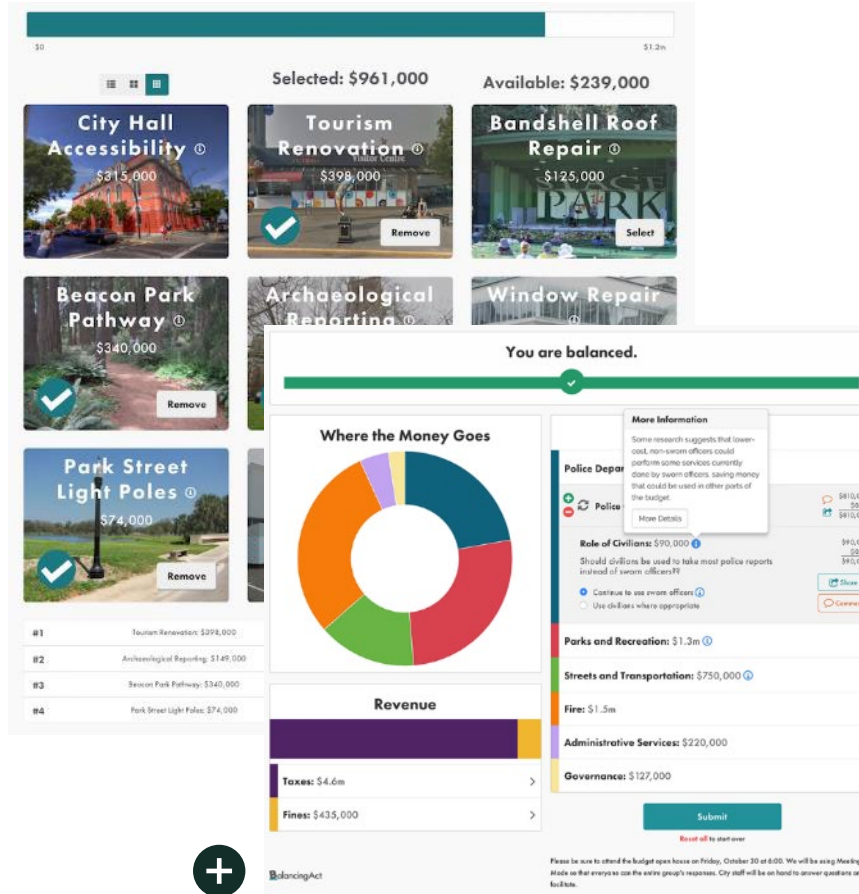
**THE NES™**

THE NATIONAL EMPLOYEE SURVEY™

**THE NES-LE**

THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

**BalancingAct®**  
BY POLCO



**YOUR CITY AND COUNTY OF DENVER TAX RECEIPT**

<b>Affordable Housing</b>	
Dedicated Affordable Housing Property Tax Mill	\$1.89
Housing Investment Fund Transfer	\$0.00
Office of Housing and Opportunities for People Everywhere (HOPE)	\$0.81
Social Impact Bond	\$0.18
<b>Capital Projects</b>	
Bond Principal and Interest Property Tax Mill	\$0.90
Capital Improvement Projects	\$13.50
Improvement and Maintenance Property Tax Mills	\$0.00
<b>Community Planning and Development</b>	
Board of Adjustment for Zoning Appeals	\$8.23
Planning, Permitting, Inspections and Administration of Community Planning & Development Dept	\$0.10
<b>Courts/Legal</b>	
City Attorney	\$8.13
County Court & Municipal Public Defender	\$15.79
<b>Economic Development</b>	
Economic Development	\$7.08
Excise and Licenses	\$3.52
<b>Finance</b>	
Contingency	\$2.14
Finance/Payments for Public Buildings	\$1.38
<b>Governing</b>	
City Council	\$33.31
Mayor's Office	\$7.33
	\$25.98
	\$2.16
	\$1.70
	\$0.46
<b>TOTAL:</b>	<b>\$76.62</b>



Included in Current Subscription



Optional Add-on



# Questions?

# Thank you!

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Polco/National Research Center  
[brandon@polco.us](mailto:brandon@polco.us)