



OFFICE OF THE MAYOR

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2025 Priorities with Mayor Andrea - *A Vision for a Thriving and Accessible Missoula*

I'm reflecting on the significant progress we have made in strengthening our city over the past year. Our future is bright, and I also recognize that many in our community continue to face challenges. Ensuring that everyone in Missoula has the opportunity to live and thrive here is fundamental. Our administration is committed to making City government more responsive, addressing the increasing cost of living and ensuring Missoulians have options for homes they can afford. At a time of uncertainty, we will deliver steady governance in the best interests of our residents. Here's a snapshot of my priorities:

1. Responsive Local Government for Better Public Service

Why: A responsive, efficient, and innovative government strengthens trust, improves public services, and enhances community well-being.

Key Actions:

- **Enhanced Customer Service:** Launching a new website that will include resident services portals and formalizing constituent service policies.
- **Communication & Engagement:** Centralizing communications and implementing a social media strategy for real-time updates.
- **Data-Driven Decision-Making and Operations Improvements:** Using data to allocate resources effectively and measure performance.
- **Infrastructure Investments:** Implementing infrastructure grant funds for key projects and continuing to prioritize water main replacements and other key utility infrastructure.

2. Addressing Cost of Living & Strengthening the Economy

Why: The rising cost of everyday life is putting a strain on Missoulians, making it harder for families to make ends meet. To ensure Missoula remains livable and economically vibrant, we must take proactive steps to reduce financial burdens and expand economic opportunities.

Key Actions:

- **Property Tax Reform:** Advocating for legislative changes to make property taxes more equitable and exploring options like a local option tourist tax.

- **Budget Improvements:** Applying a cost-of-living lens to budget decisions to ensure fiscal responsibility and measurable returns on city investments.
- **Job Sector Development:** Work closely with our partners such as the Missoula Economic Partnership to expand in sectors like the trades and manufacturing.

3. Improving Housing Choice & Affordability

Why: Affordable housing is vital for Missoula's diverse and vibrant community. Addressing this challenge requires bold policies and collaboration.

Key Actions:

- **City-Owned Land Development:** Advancing projects like Scott Street/Ravara and Southgate Crossing to deliver housing choice.
- **Legislative Advocacy:** Championing state-level policies to secure funding and remove barriers to development.
- **Unified Development Code:** Implementing the new Land Use Plan to promote diverse, attainable housing and neighborhood commercial.
- **Houselessness & Housing Solutions:** Developing housing-first initiatives with supportive services.
- **Development Incentives:** Encouraging private sector affordable housing projects through targeted incentives, tax credits, and grants.

Together, We Shape Missoula's Future

These priorities align with our strategic plan and long-term vision, reflecting our commitment to meaningful progress. By focusing our efforts, we are laying the groundwork for lasting improvements in the year ahead.

Thank you for your dedication to our city. Together, we can build a more responsive, affordable, and thriving Missoula.

My best,

A handwritten signature in black ink, appearing to read "Andrea Davis". The signature is fluid and cursive, with the first name "Andrea" being more prominent than the last name "Davis".

Andrea Davis
Mayor