

Department New Request Form

Fiscal Year 2021

Program	Administration	Title of New Request:	Rank:
Department	Mayor	2	
Request Category	New	Communication and Survey Services	
Request Rating	Expand Level of Service		
Department Goal	Create a consistent reporting style to increase communication		

1. How will request assist in achieving Department Goal and benefit the customer using Department Goal and

The City and broader community both benefit from more participation in public processes. This requires the City to provide simple messaging around complex issues. Better communication tools will help community members to be aware and involved in City processes.

2. What specifically is needed to achieve this goal?

Communication needs will vary by project and include professional graphics and images, photography, branding, and other public engagement tools. In FY20, the City conducted a requested for qualifications and now has a pool of qualified professionals from which to draw. The City also will conduct a scientific poll in FY21 to determine community desires and needs.

3. Cost Impact of New Program:

Account #	Item	Qty	Unit Cost	Requested One-Time	Requested Ongoing	FY 2021 Unfunded	FY 2021 Funded	Proposed FY 2022 Ongoing
Ongoing Expenses								
1000.220.410250.350	Community survey	1	25000		25,000	25,000		-
1000.220.410250.350	Graphics & communication tools	1	25000		25,000	25,000		-
					-	-	-	-
					-	-	-	-
					-	-	-	-
					-	-	-	-
					-	-	-	-
					-	-	-	-
One-time Expenses								
				-		-	-	-
				-		-	-	-
				-		-	-	-
				-		-	-	-
				-		-	-	-
				-		-	-	-
Expense Sub-Total				-	50,000	50,000	-	-

Revenue Offset:

Account #	Revenue Description				Proposed Onetime Revenue	Proposed Ongoing Revenue
1000.000.311000.00	F			Fund Balance	50,000	
Revenue Sub-Total					50,000	-

Net Cost of Impact for New Program **50,000**

4. What sort of data will be used to report results and outcomes of request and how will it be reported?

The citizen survey will be presented in detail to the City Council. Staff will track estimates on the number of people reached for each major graphics or other tool created.