Creative Civic Engagement

Presented By:

Grace Heiden, Ella Grzybowski, Chloe Mayfield, Madeline Bollino

Presented To:

City of Bondurant, IA

THE TEAM

Grace

Ella

Chloe

Madeline

BACKGROUND

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Location

- DSM Metro
- NE Polk County

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Demography

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- Median age: 32.5 yo
- Median household income: $88,500

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Growth

- Population grew from **4,000-8,000**
- Amazon facilities created 2,100 jobs

CURRENT STATE OF THE ISSUE

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Low Engagement

- Social media trolling
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  - Instagram
    - 988 followers
    - 43 posts in Nov.
    - **15% engagement**

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  - Repeated info
  - Lacks cohesive theme
- Limited moderation of content

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Population Increase

- More resources required
- Desire to maintain **"hometown feel"** amid rapid growth
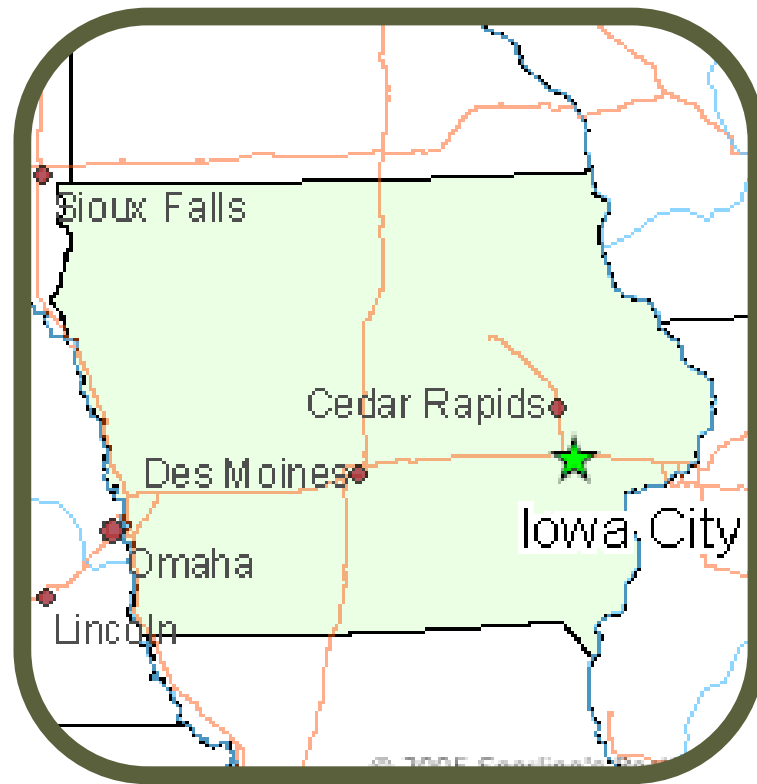- No data on how residents engage with the city

BEST PRACTICES

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Iowa City

Neighborhood Association

- Email list
- Self-selected board
- Separate from city government

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- Social media platform
- Residents only
- Neighborhood specific

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North Liberty

Community Ambassadors

- 41 representatives
- Connection between government and residents
- $250 event grants

POLICY RECOMMENDATIONS

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**Utilize Nextdoor for
Public Agencies**

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Hire an
Intern

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**Create
Community Events**

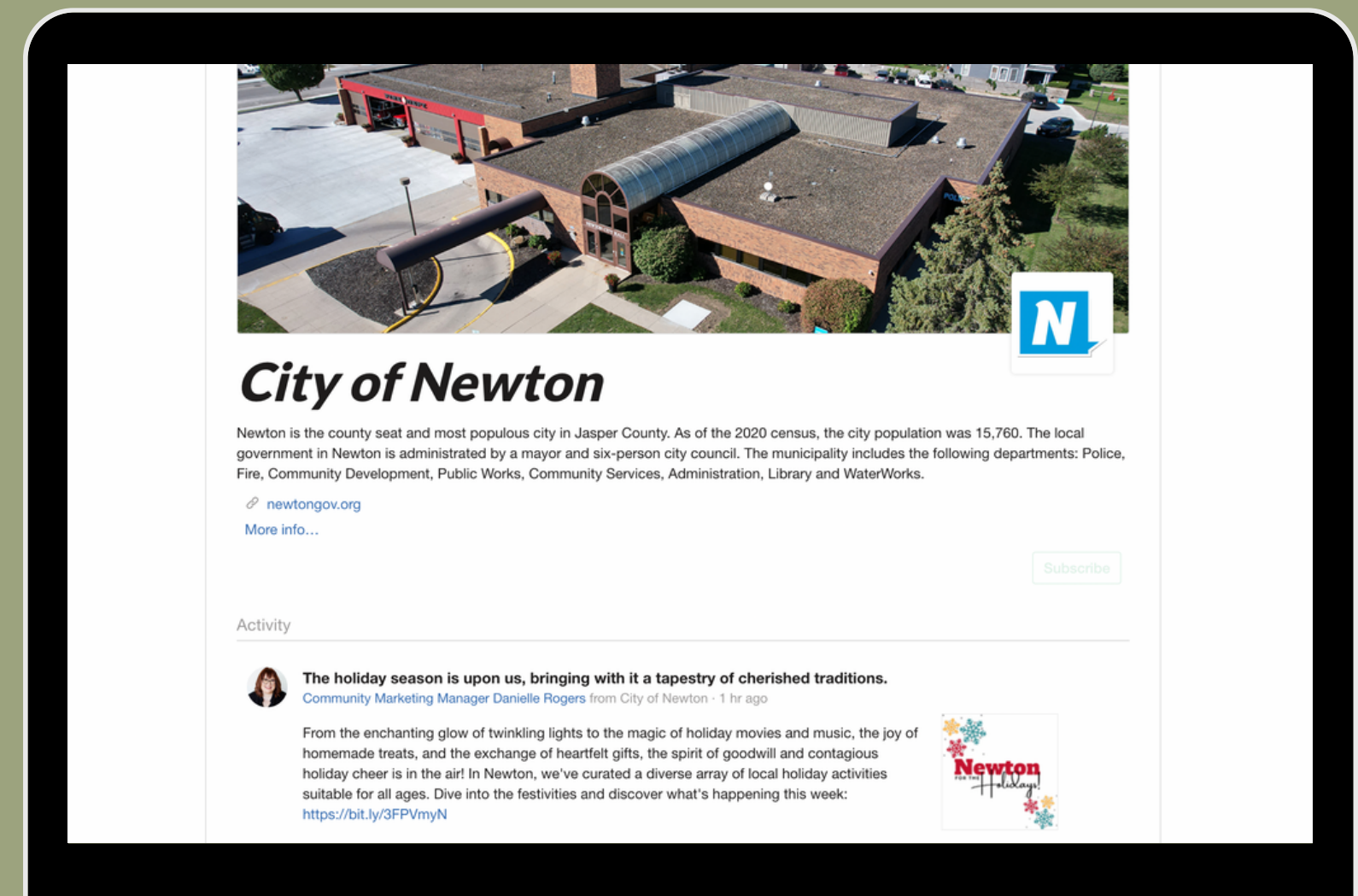# POLICY RECOMMENDATION: NEXTDOOR FOR PUBLIC AGENCIES

Usage and Cost/Benefit Analysis

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Usage and Cost/Benefit Analysis

1.
- Platform with resident-specific info
- Facilitate connections
- Publicize community events

City of Newton

Newton is the county seat and most populous city in Jasper County. As of the 2020 census, the city population was 15,760. The local government in Newton is administrated by a mayor and six-person city council. The municipality includes the following departments: Police, Fire, Community Development, Public Works, Community Services, Administration, Library and WaterWorks.

newtongov.org

More info…

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Activity

The holiday season is upon us, bringing with it a tapestry of cherished traditions.
Community Marketing Manager Danielle Rogers from City of Newton · 1 hr ago

From the enchanting glow of twinkling lights to the magic of holiday movies and music, the joy of homemade treats, and the exchange of heartfelt gifts, the spirit of goodwill and contagious holiday cheer is in the air! In Newton, we've curated a diverse array of local holiday activities suitable for all ages. Dive into the festivities and discover what's happening this week: https://bit.ly/3FPVmyN

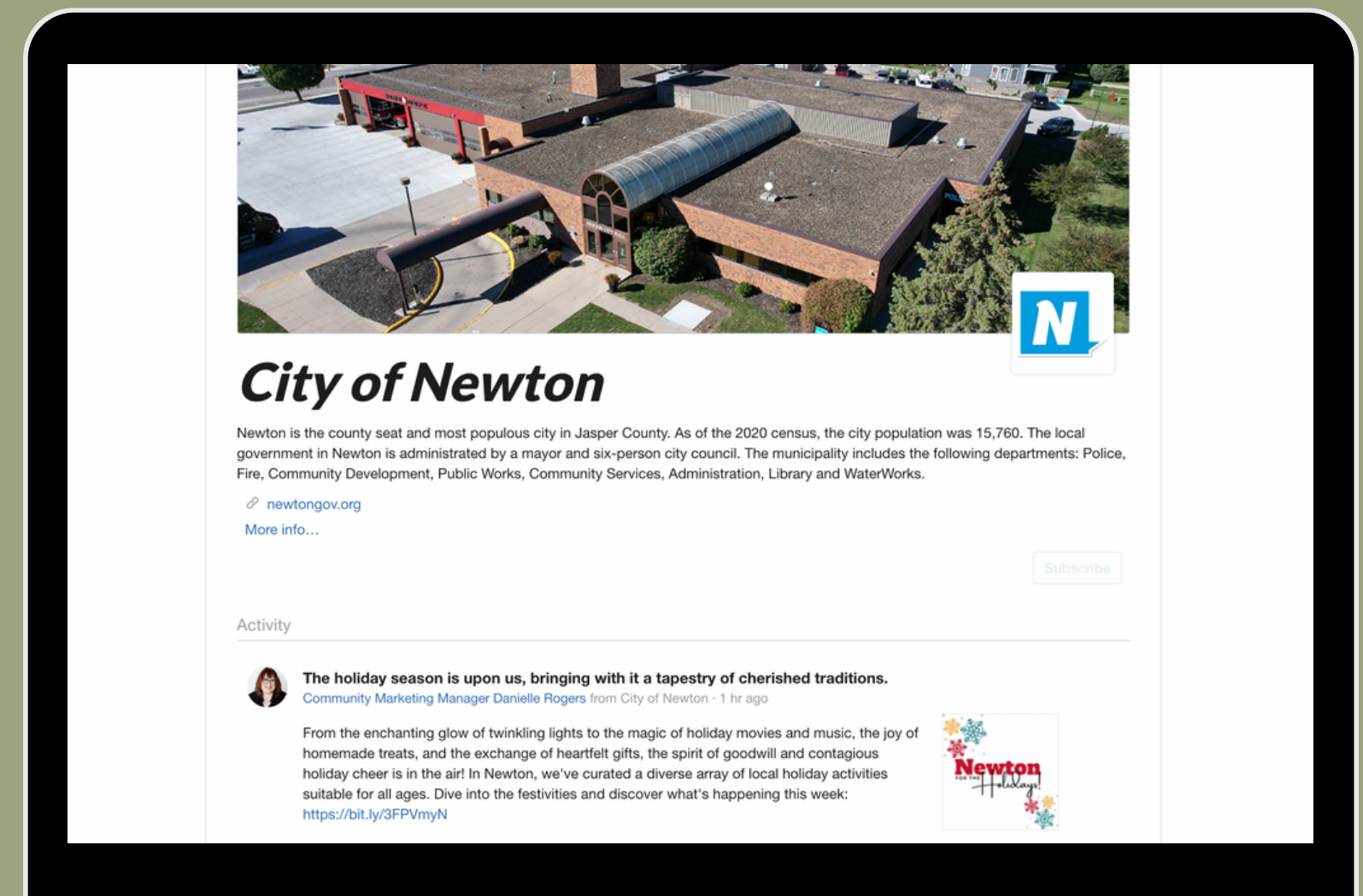# POLICY RECOMMENDATION: NEXTDOOR FOR PUBLIC AGENCIES
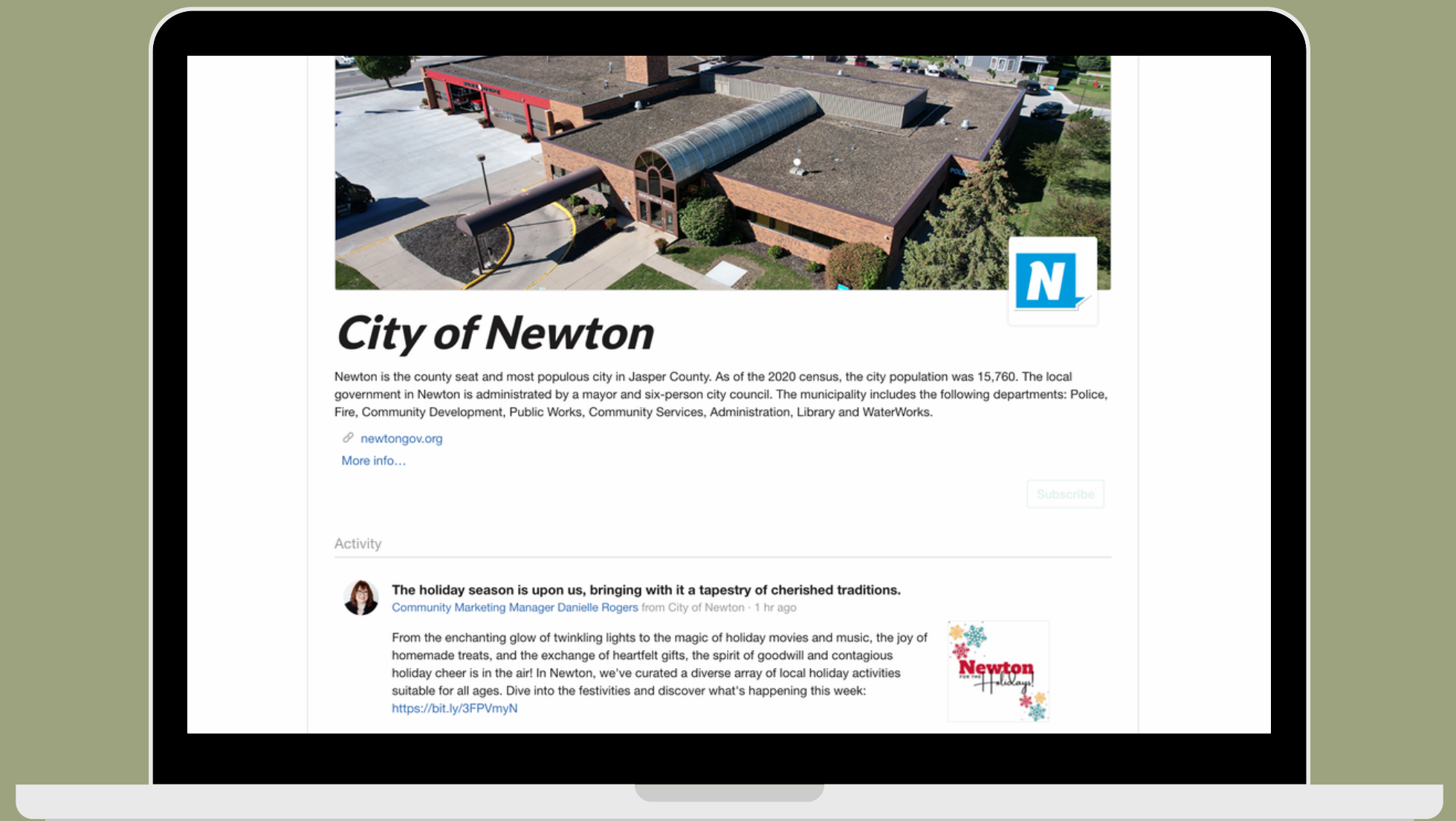
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3.
- **1,375** Bondurant residents already using the platform
  - 4 neighborhoods

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Responsibilities of the Role

- Moderate social media
- Develop and distribute survey
  - Mailed surveys cost ~**$1.83** per address, total of **$4,400**
- Coordinate Neighborhood Ambassador program

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Cost of an Intern

- Determine whether to advertise for a paid or unpaid intern
- Average intern hourly pay is **$13/hour**
- Annual cost for 20 hours/week is $13,520

POLICY RECOMMENDATION: COMMUNITY EVENTS

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Family Oriented Events

- **34.3%** of the population is under 18
- Kid-friendly events
- Provide childcare
  - Childcare costs on average $14/hour

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Neighborhood Ambassadors

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  - Find diverse candidates
- Quarterly meetings
- Create neighborhood grants
- Cost: **<$5,000** annually

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Main Events Calendar
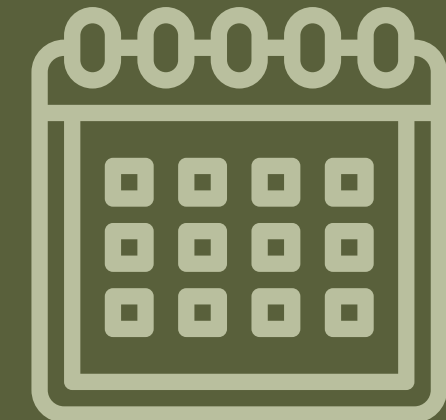
- Separate library calendar
  - 37/59 events
- Concise and easy-to-read
- Web maintenance cost of **$18-25/hour**

NEXT STEPS

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Set up NextDoor

- Apply for an account
- Generate neighborhood-specific content
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Initiate New Outline

- Specify the intended audience for events
  - Calendars, social media
- Collect community feeback

QUESTIONS?

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