



Civic Education

Property Tax Education for Citizens

Public Policy and Persuasion

Nov. 30, 2023



CITY OF BONDURANT

Meet the Team!



Eli Steenhoek



Ellie Holstad



Harper Dunne



James Feeney



Sam Keenan

Issues at hand



Issues at hand



The Background



Demographics

- 90% Owner-Occupied
- \$106,821 Median Household Income

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Rapid Growth

- Population: 8,710
- 90.8% increase since 2010

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Rapid Growth

- Population: 8,710
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Economy

- Amazon
- +1,800

Bondurant Current Efforts



Website

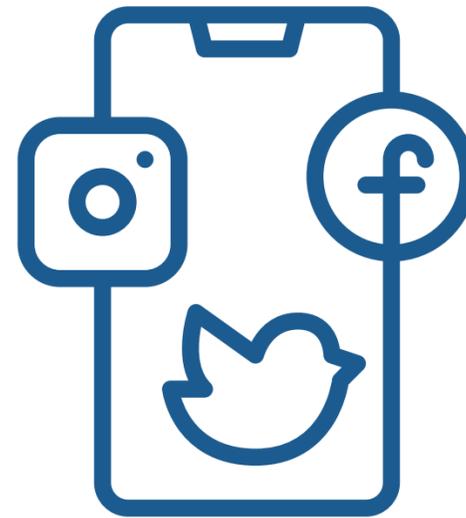
- **Difficult to locate** recent city council minutes, waste pickup
- **Dead-end** and outdated links

Bondurant Current Efforts



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Social Media

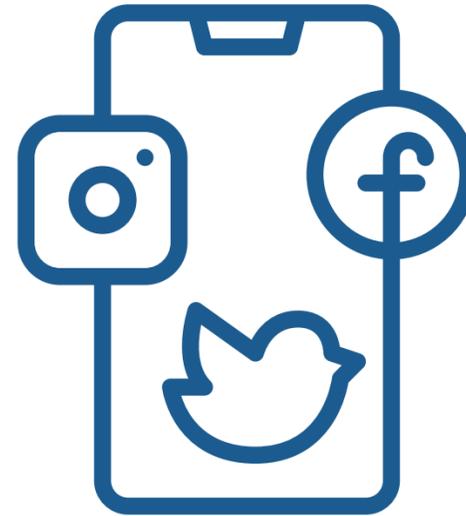
- Posts identical materials to all platforms
- Majority of posts time based announcements

Bondurant Current Efforts



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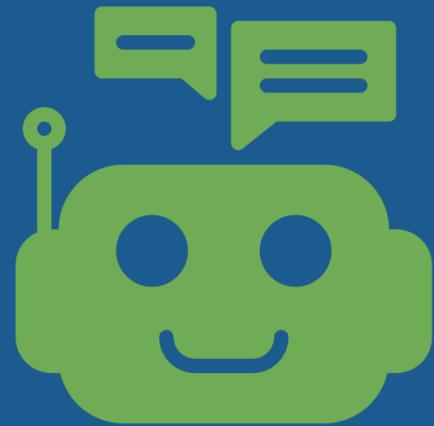
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City Budget

- **No line item** for communication spending
- **61%** of revenue via general property taxes

Best Practices

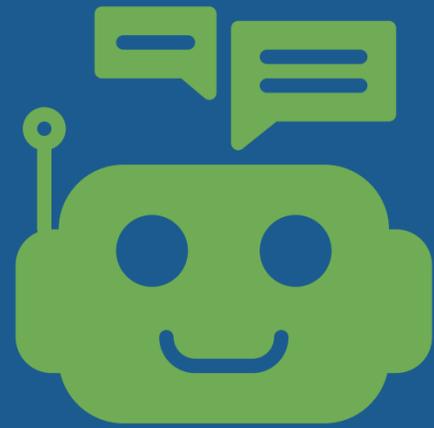


AI Chatbot

Multiple cities have implemented AI to answer citizen questions **quicker than ever before.**

Ex.: whichever city you will mention

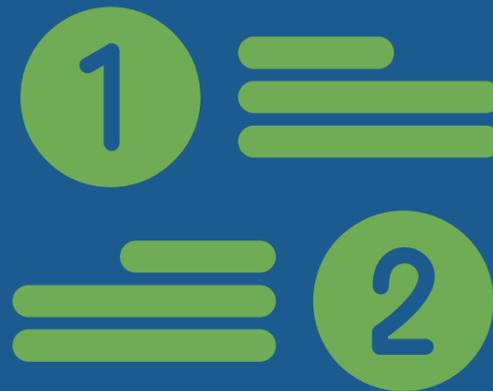
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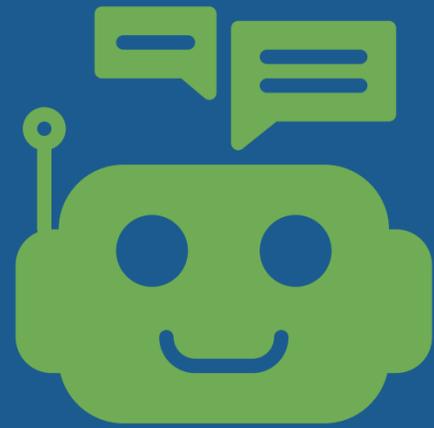


Infographics

Many communities have created infographics to **improve citizen understanding** of property taxes.

Ex.: Texas Realtors

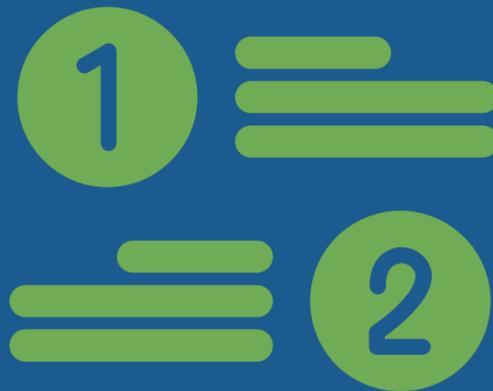
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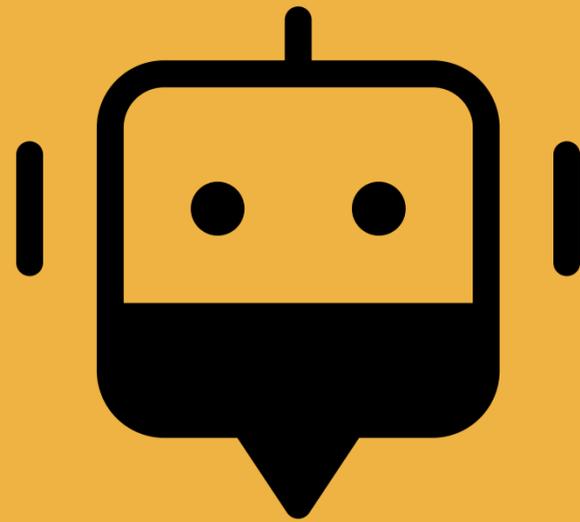
Media Communications

Several cities have **regularly updated** social media presences and websites with a **Residents tab.**

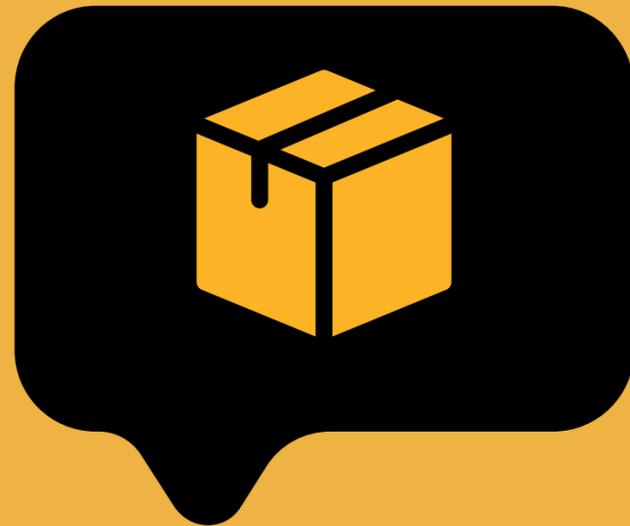
Ex.: Vineyard, Utah

Recommendations

01



02



03



01

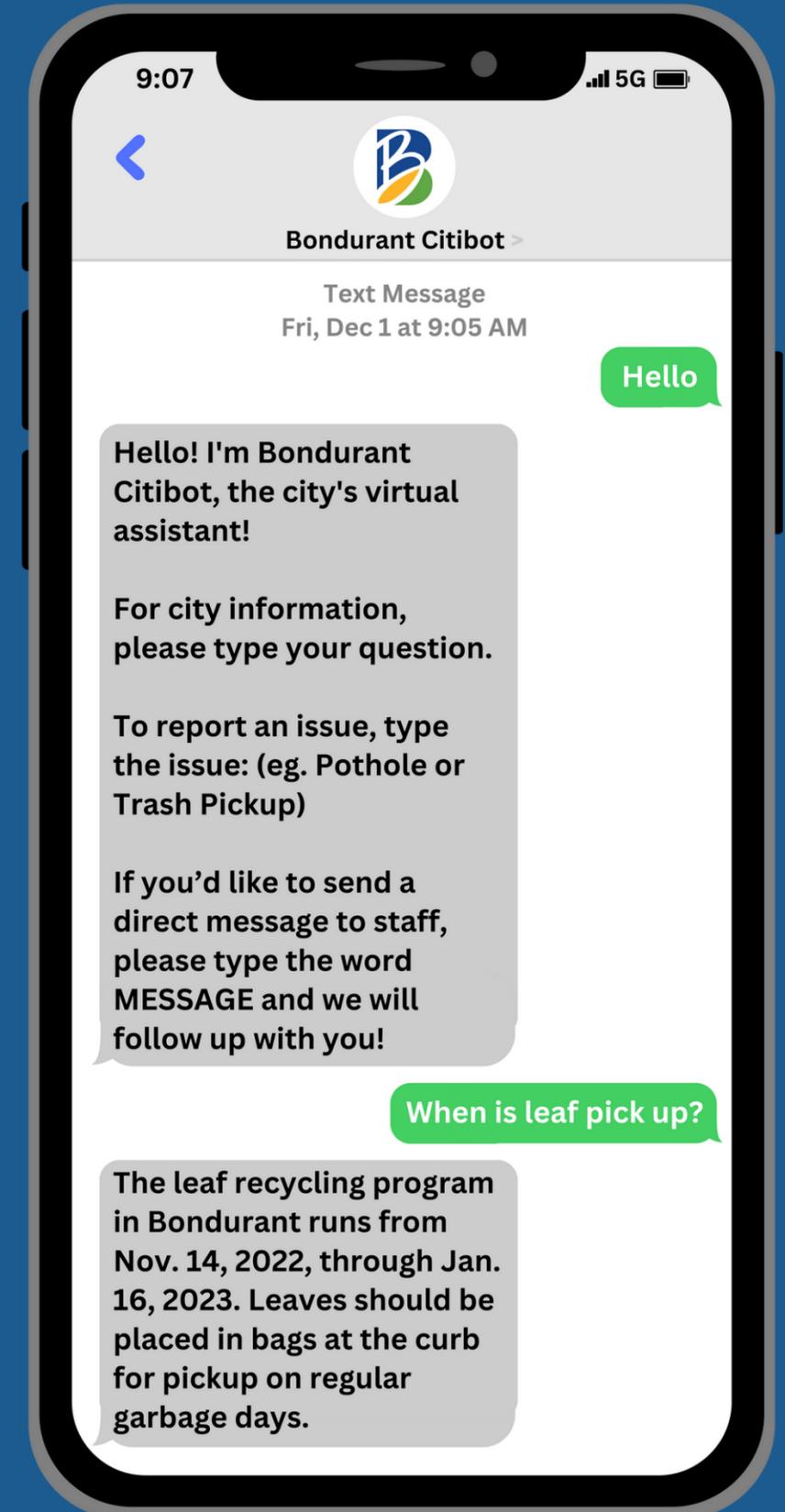
AI Powered Chat box



Immediate answers,
Service **Requests**,
& Real-time **Alerts**

Offers text messaging
and web chat

 CITIBOT



01

AI Powered Chat box



Immediate answers,
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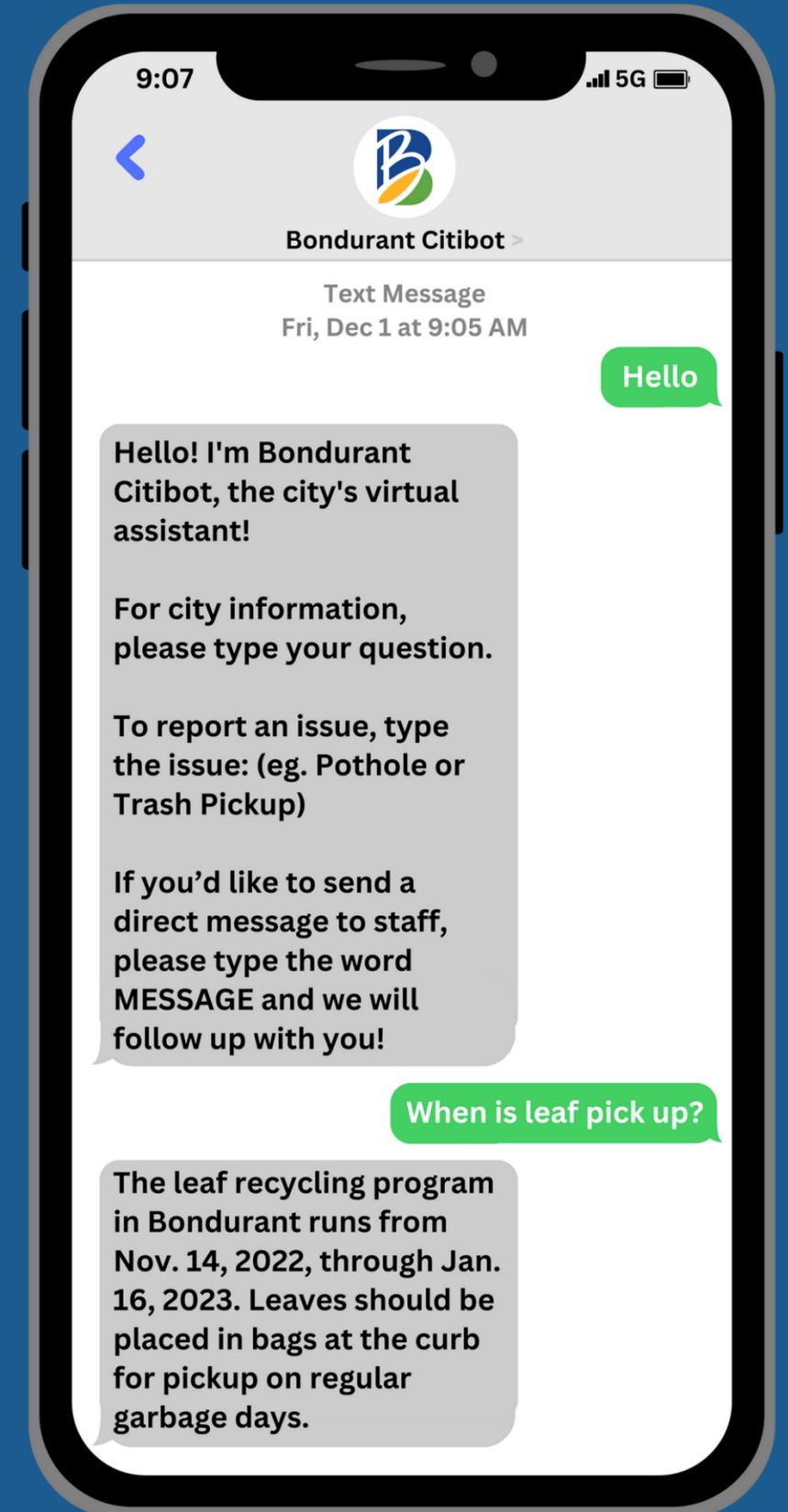
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Designed, Branded, &
Marketed **by developer**

Continued **oversight:**
Nicole Van Houten
Shelby Hagan

 CITIBOT



01

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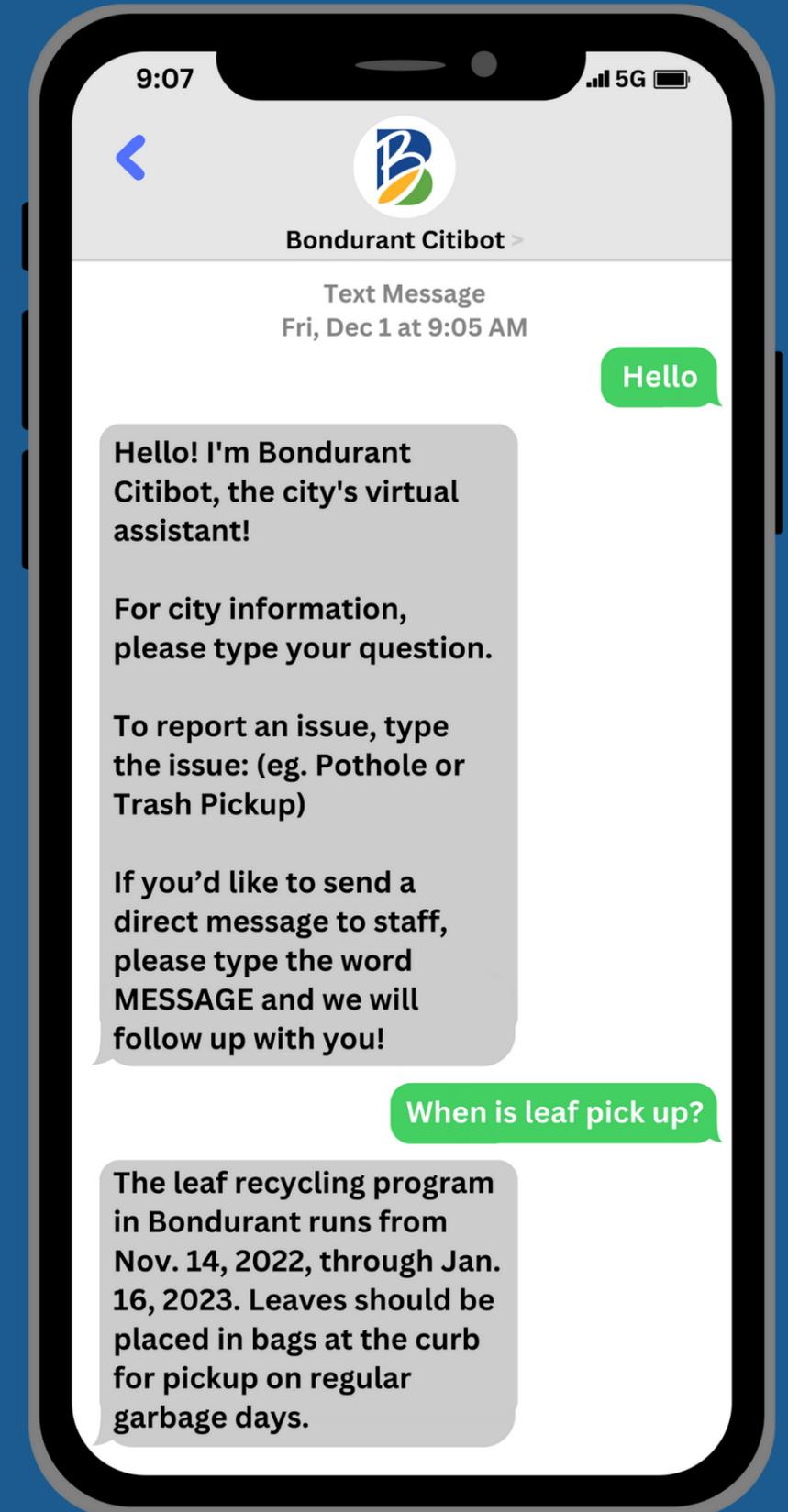
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Development:
\$4,000

Subscription:
\$5,500/year

 CITIBOT



02

Infographics Messaging Package



- Clarifies complex information
- Decreases cognitive load
- Increases retainment

TOWN HALL MEETING

Join us for the upcoming city hall meeting! Stay informed and have your voice heard in our community.

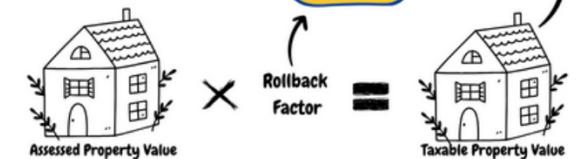


Monday, December 4th
6pm-8pm

www.cityofbondurant

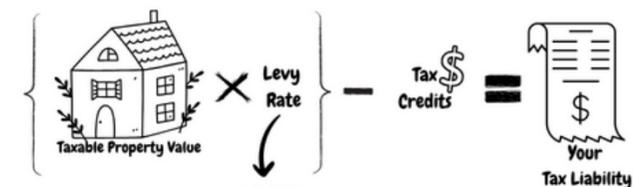
515-967-2418

How are my property taxes calculated?



Determined by Iowa Congress annually, historically between 44% and 56%

Iowa's "assessment limitation" ensures your taxable value will never increase by more than 6.1% each assessment, *no matter the assessed value.*



Bondurant evaluates this rate yearly to determine the *lowest tax possible* while still providing the *vital services* property taxes fund - schools, parks, public safety, etc.

The \$\$ amount you owe INVEST in YOUR city

02

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Our pre-prepared infographics
OR
Infographics designed by a **freelance graphic designer**

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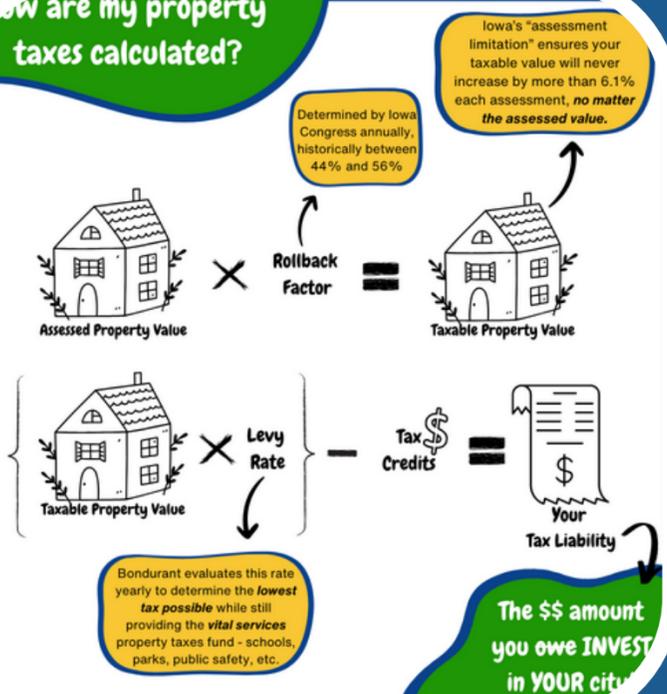


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Initial Cost:

- **\$0**
- **\$15-150/hr**

Annual Cost:

- **\$119.99**
- **\$15-150/hr**

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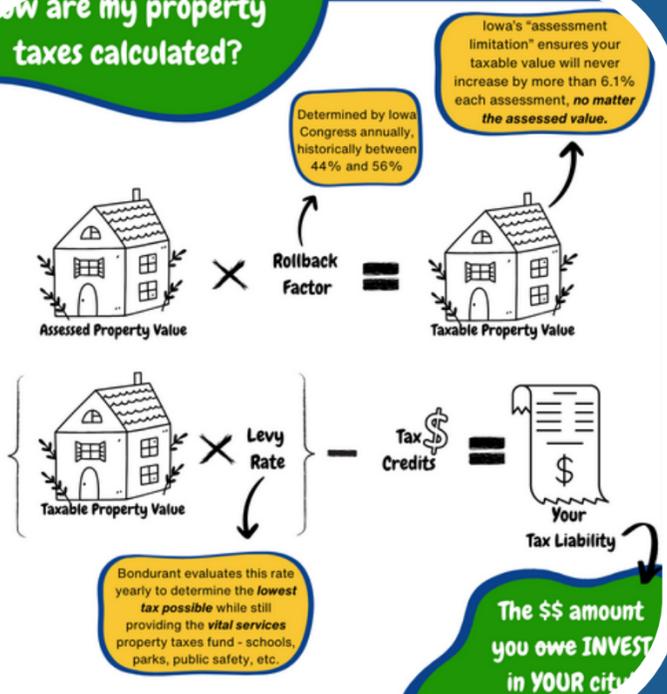


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03

Website Reboot

Info is

- Hard to find
- Out of date
- Inaccessible



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Solution?

- Curate
- Prioritize
- Survey



03

Website

Calendar on home page

Updated information

Refined Residents tab

Accessible alerts & tools

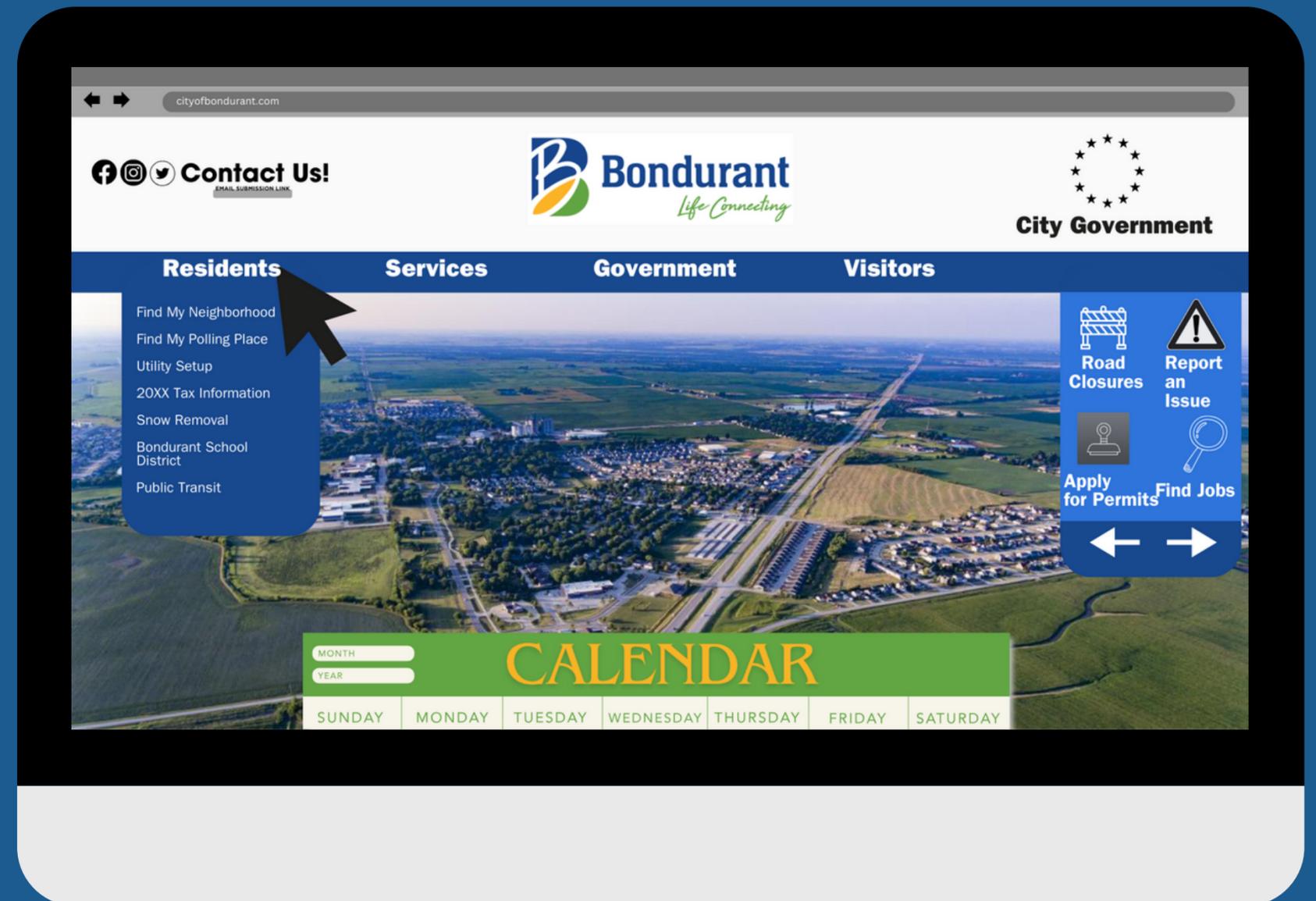
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- Prioritize
- Survey



Next Steps

AI Chatbot

- Decide whether to invest in chatbot
 - Proposal to city board
 - Survey to public (“Would you use a chatbot instead of calling/emailing?”)
- Consult with Citibot

Messaging Package

- Decide whether to hire a freelance graphic designer
- Implement “messaging schedule” to distribute
- Yearly task to re-do infographics

Social Media + Website

- Website
 - Update calendar regularly
 - Calendar on homepage
 - “Residents” tab for commonly used services
- Instagram
 - Permanent stories



Questions

Works Cited

Spicer, Jennifer O, and Caroline G Coleman. "Creating effective infographics and visual abstracts to disseminate research and facilitate medical education on social media." *Clinical Infectious Diseases*, vol. 74, no. Supplement_3, 2022, <https://doi.org/10.1093/cid/ciac058>.

Gottlieb, Michael, et al. "Educator's Blueprint: A How-to Guide for Creating a High-Quality Infographic." *AEM Education and Training*, U.S. National Library of Medicine, 25 Aug. 2022, www.ncbi.nlm.nih.gov/pmc/articles/PMC9411917/.

Murray, I. R., et al. "Maximising the impact of your work using infographics." *Bone & Joint Research*, vol. 6, no. 11, 2017, pp. 619–620, <https://doi.org/10.1302/2046-3758.611.bjr-2017-0313>.