2020 Communications
Annual Report

January 1, 2020 – December 31, 2020

Contents

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Also featured in:

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Communications Team

The Communications Team consist of:

- City Administrator

- Polk County Sherriff's Office Community Relations Team

- Fire Chief

- Director of Finance

- Public Works Director

- Director of Planning & Development

- Library Director

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Mission, Vision, and Goals

Mission:

To provide Bondurant residents with information about current events, urgent alerts, upcoming projects, city services, and sharing our city's strategic priorities including the long-term vision while using communications tools that will help keep local and surrounding communities informed.

Vision:

To grow our viewership and target our audience and engage in a productive manner.

PROMOTE

The information shared is responsive to community needs by promoting awareness of events, programs, initiatives, services, and opportunities in Bondurant. Promote our brand with pride.

BUILD

Build media relations and media coverage of Bondurant.

RAISE

Raise community profile and enhance image to attract residents, high-talented workforce, and businesses.

SUPPORT

Support a unified community identity and improve city-community relations. Maintain a friendly and welcoming tone when sharing information and ideas.

Goals:

1. Demonstrate to City Council and City Administration the value of investing in a Communications Department as the city's growth continues.

2. Develop a Policy that will guide the City's Communication goals and visions. An all-encompassing Communications Policy will roll out in 2021.

3. Develop and maintain a consistent amount of content to engage the audience and keep our message relevant. Construct an annual content calendar to better guide relevant topics. Incorporate more video graphic content in 2021.

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Website Overview

According to Behavior & Information Research Journal, it takes about 0.05 seconds for users to form an opinion about your website, which determines if they stay or leave.

New and Improved Content

Actions taken throughout the year to create new and improved content include:

- **Refreshed the Projects Page** to include project progress. Working with the Planning & Development Department and Public Works Department for upkeep and maintenance.

- Expanded **Finance Department page**. Several additions have been made to educate the public about how the city finances are managed. A new public survey is live to ask for resident input on the city's budget. This will be marketed in more depth in 2021. The public survey is a submittable form that will be used in other portions of the website coming in 2021.

- Built the **Mayor and City Council** page to better highlight our dignitaries.

- Expanded Fishing in Bondurant to showcase Wolf Creek West and Eagle Park North ponds.

- Established **Memorial Gifts page** for resident access.

- Expanded **Public Transportation information** to highlight the new DART route in Bondurant.

- Added to the **Utility Department** a **resource** showing how to read utility bills to help residents better understand how the meter is read and the breakdown of the source codes.

- Launched **New Communication Methods** (Text Alerts/Email notifications). This was the first year we have utilized Urgent Text Alerts and Email Notifications. This has been helpful in communicating snow ordinances, road closures, trail closures, current events, and project updates.

Data Collection and Metrics

This past year has been a year of data collection for the new and enhanced website through CivicCMS. In the pie graph, you can see a large increase in New Visitors. This is outstanding.

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Below is a graph showing the level of traffic to the website throughout the year. It is interesting to know that September is our peak month.

In September, the top three pages accessed was the urgent alert about Bondurant Road Work in three locations of 2nd St NW, news article about The Annual Tree Sale, and the Bondurant Community Library subsite.
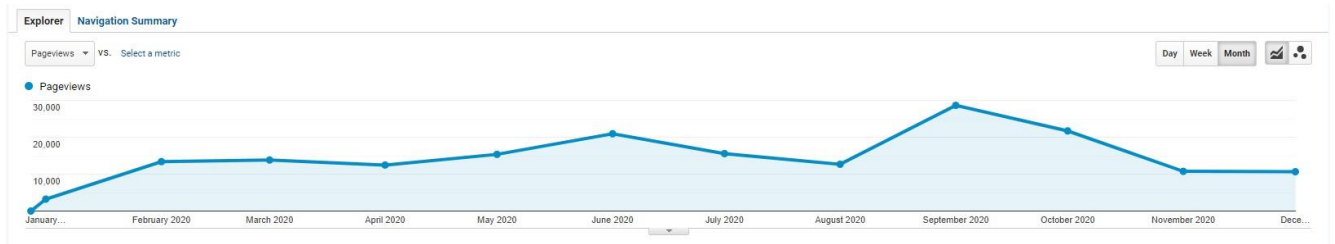
Analyst: Nicole Van Houten

Overall, in 2020, the majority of website viewership travels from the homepage to minutes/agendas, calendar, and city-staff boards and committees.

Analytics has been saved and shared with each department to gain a better understanding of what links have the most traffic in each department. This will allow us to enhance each department's website presence and/or eliminate superfluous content.
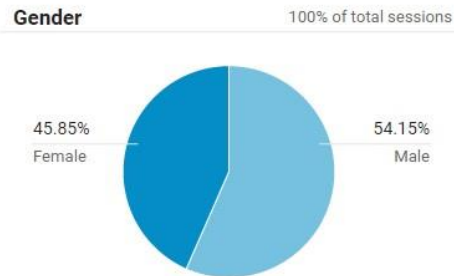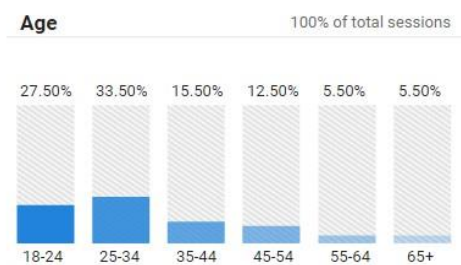
Analyst: Nicole Van Houten

The demographics allow us to understand better who the website users are. 33.50% are 25-34-year of age, 54.15% are males and 45.85% are females.

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Google Analytics also breaks demographics down by interests. Listed below is a table highlighting a few of the interest categories.

The city's website viewers access information from their mobile devices (about 49.96%) or desktop (about 47.48%). There are only a small percentage using tablets (about 2.56%). This helps us determine how to frame content.

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	1,249 % of Total: 100.00% (1,249)	939 % of Total: 100.00% (939)	1,590 % of Total: 100.00% (1,590)	48.24% Avg for View: 48.24% (0.00%)	2.09 Avg for View: 2.09 (0.00%)	00:01:47 Avg for View: 00:01:47 (0.00%)
1. mobile	624 (49.96%)	470 (50.05%)	770 (48.43%)	53.64%	1.68	00:01:14
2. desktop	593 (47.48%)	445 (47.39%)	781 (49.12%)	43.28%	2.50	00:02:20
3. tablet	32 (2.56%)	24 (2.56%)	39 (2.45%)	41.03%	2.21	00:01:46

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Social Media Overview

The City of Bondurant uses social media as a communication tool. The various social media platforms increase awareness about the City and the services provided through coordinated campaigns. It also cultivates the City of Bondurant's brand.

Each social media platform performs differently and reaches various age demographics. It is vital to improve trust with the community through each of the channels and increase engagement consistently.

Current social media strategy is to develop and maintain a consistent amount of content to engage the audience and keep our message relevant. Construct an annual content calendar to better guide applicable topics by season, month, and week.
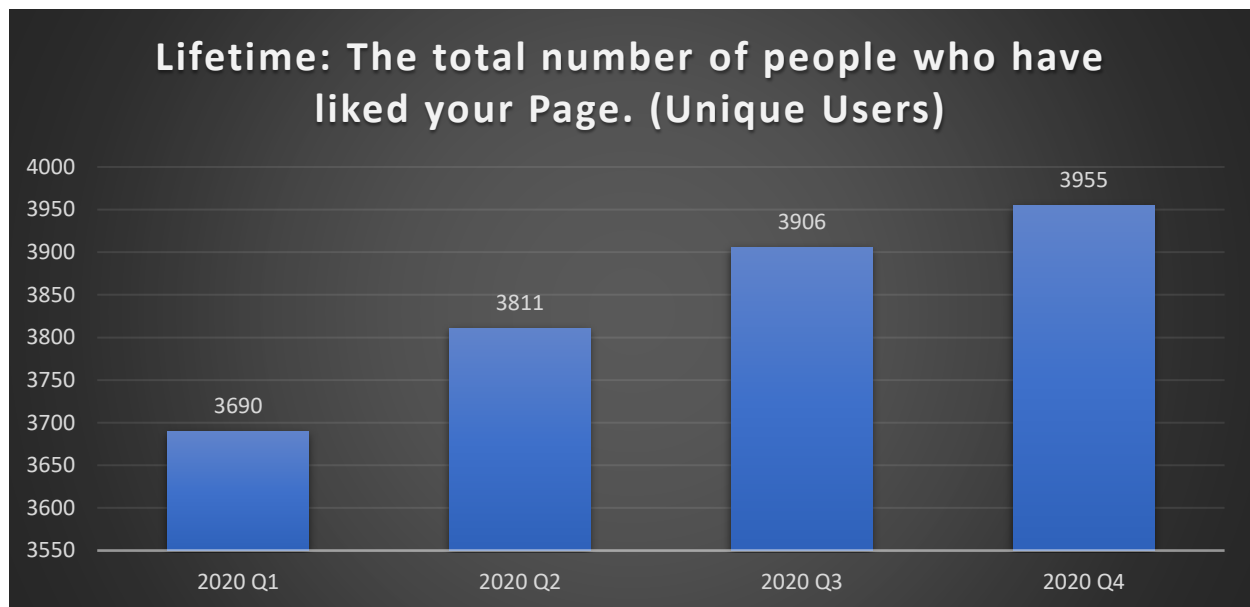
Once the algorithm is established with consistent amount of content, then each social media platform will stage its purpose. Because Instagram's platform is visual based, it should be used to tell Bondurant's story. Continue to publish pictures showing the quality-of-life Bondurant has to offer introducing people to Bondurant IA and to promote the connection Bondurant offers its residents. Twitter's platform is more information based. Twitter content should be more about city reminders, resident tips, and guidance, or incorporate polls to ask questions, used for profiling leaders, and recognizing historical facts. Facebook is the social hub for all content. Most successful posts are events, live videos, or redirecting audiences to a URL.

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Facebook

Increased videos will be a new goal looking forward to 2021. They do not capture engagement, but they express a more genuine approach to the campaigns we publish along with giving our dignitaries a face with a name.
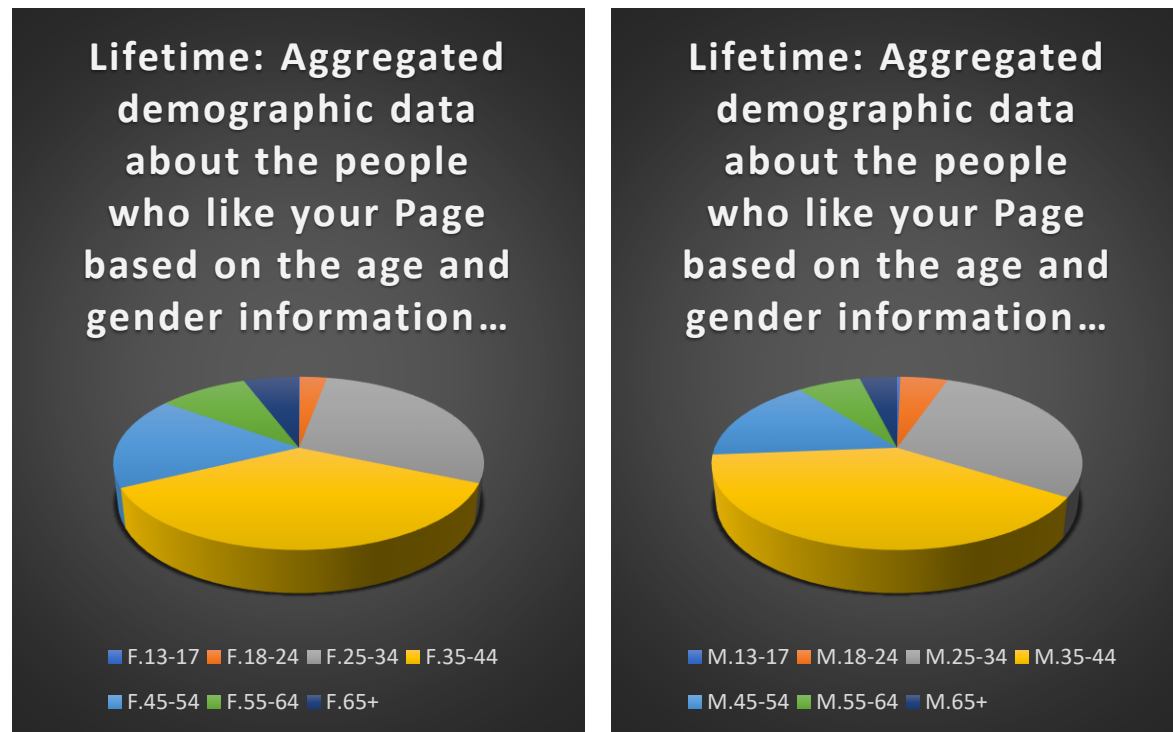
A goal for 2021 is to determine what content should be better diverted to other social platforms.

The bar chart below shows a good steady incline of page likes.

Lifetime: The total number of people who have liked your Page. (Unique Users)

2020 Q1	3690
2020 Q2	3811
2020 Q3	3906
2020 Q4	3955

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A larger percentage of 35–44-year old's access content on Facebook, while 77% of those are female and 31% are males. Demographics play a key role in determining which platform will reach which target audience. The pie graphs below illustrate more detail about demographics.
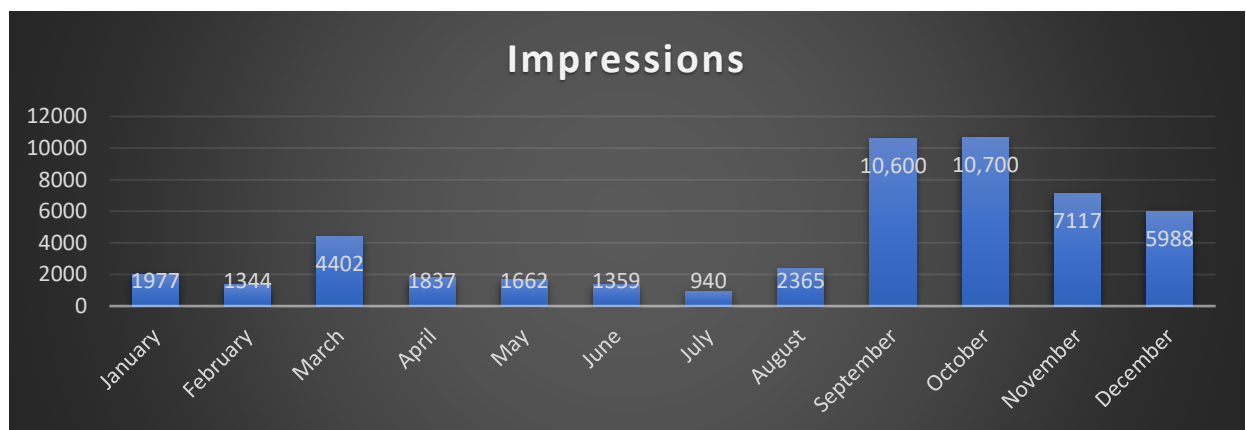

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Twitter

Impressions on Twitter is a total tally of all the times the tweet has been seen. According to the bar chart below, there has been a large increase after August. The use of Hootsuite that publishes content among all social platforms contributed to this significant uptick in viewed tweets. There is more content being distributed. The goal for 2021 is to determine what content is best for which platform.

Ended 2020 with 649 followers.

The goal is to track growth and increase the audience.

Impressions

Month	Impressions
January	1977
February	1344
March	4402
April	1837
May	1662
June	1359
July	940
August	2365
September	10,600
October	10,700
November	7117
December	5988

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Here were the Top Tweets from 2020:

City of Bondurant @CityofBondurant · Sep 4 A reminder from the local Polk County Sherriff's office. Respect the Red Octagon! facebook.com/joinpcso/video... pic.twitter.com/rnBzmP7trR View Tweet activity		1,367	54	4.0%
City of Bondurant @CityofBondurant · Mar 16 To be prepared for the coronavirus (COVID-19), the City of Bondurant is working with local, state, and federal partners. Signup for email notifications. The plan of action is evolving and more information will be published here: cityofbondurant.com/home/news/covi... pic.twitter.com/KjnDo7dYsq View Tweet activity		1,161	12	1.0%
City of Bondurant @CityofBondurant · Mar 16 A message from Mayor Sullivan about the COVID-19 pandemic: cityofbondurant.com/home/news/mess... pic.twitter.com/SJN8E1TzAw View Tweet activity		1,136	46	4.0%

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Instagram

The City of Bondurant's Instagram account was created August 27, 2016 and is slowly gaining a following. The initial goal was to share Recreational Events with the community. The pie graphs below shows that a larger percent of viewership is 25-54 and female. The City ended 2020 with 523 followers on Instagram.

The goal is to track growth and increase the audience.
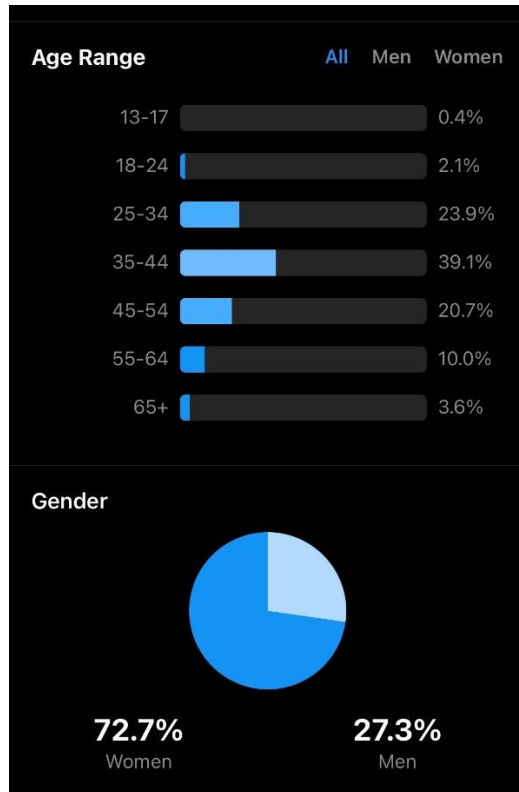
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YouTube

With a goal to incorporate more videos in 2021, the YouTube channel was refreshed in 2020, after being established January 6, 2016. Since inception, there have been 23 views and 2 subscribers, which is not surprising as the City has not created a great deal of content on this platform previously.

YouTube has been a topic of discussion amongst the Communication Professionals in the metro area. It is not often an engaging platform but is an excellent way of promoting information, showcasing genuine content, and can be an excellent educational tool.

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Electronic Newsletter

The Bounce is sent out twice a month. Mid-year, July 2020, the formatting was condensed to a listing with links to our website or external websites in an effort to make it shorter and friendlier for mobile users.

August 2019 the City began using Constant Contact software for the newsletter, which is a more streamlined and polished approach than the lengthy PDF version it was prior.

The chart listed below shows The Bounce subscribers have steadily increased. In 2020, 314 contacts were added organically through our website or social media outlets and 29 contacts were manually added.
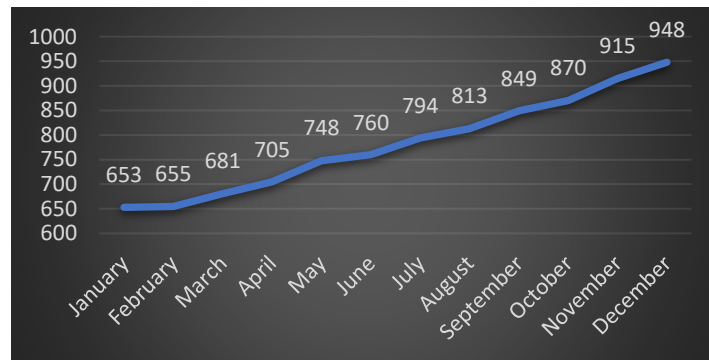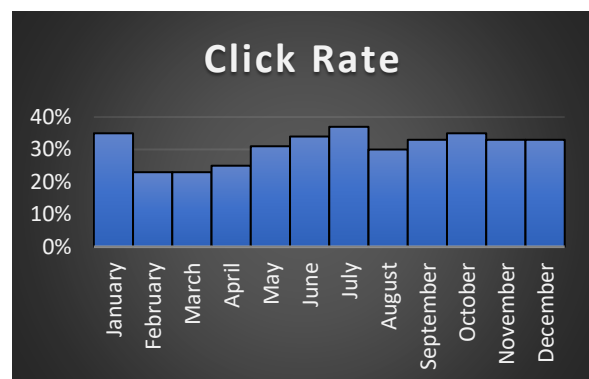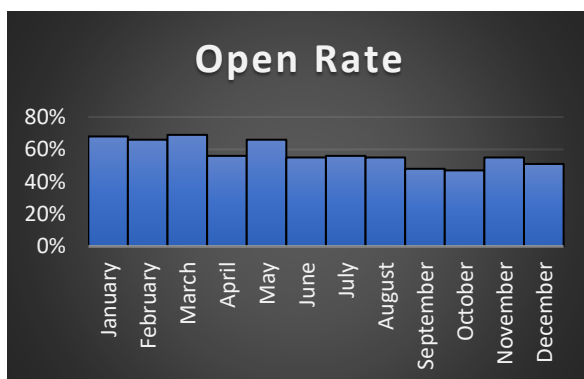

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The goal is to grow subscribers and increase the click rate and open rate.

For the past 12-months, the open rate has been 55% and the click rate (clicking a URL within the newsletter) is 25%.

A total of 21,023 newsletters were sent in 2020 with a total of 11,531 newsletters opened.

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Media Coverage

This continues to be an essential part of public communication.

Here are the press releases published by the city in 2020:

1. Snow Ordinance issued January 10, 2020
2. Snow Ordinance issued January 17, 2020
3. Bondurant Parks and Trail Restrictions due to COVID-19; March 30, 2020
4. SW Corridor Improvement Project Update - Grant St S Reopening May 2020; May 19, 2020
5. Jr. Haines Parkway Road Closure; May 26, 2020
6. Vintage City Signs for Sale; July 14, 2020
7. Road Closure: Intersection of First St SE and Main St SE; July 27, 2020
8. Road Work: Intersection of 2nd St NE/NW & Grant St N; August 10, 2020
9. Bondurant Community Library Received Accreditation from the State of Iowa; August 7, 2020
10. New Pedestrian Signals in Bondurant; August 28, 2020
11. Bondurant Road Work at three locations of 2nd St NW; September 25, 2020
12. Bondurant Community Library Expansion; October 22, 2020
13. Snow Ordinance issued January 17, 2020
14. Snow Ordinance issued December 11, 2020
15. Snow Ordinance issued December 29, 2020

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Summary of Success

As communication channels grow, it is essential we pay attention to the analytics of each of the avenues we use to better target our audience and the methods residents use to consume information. It is essential our content stay relevant within each of these channels to reach our target audience.

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