![Bondurant - Life Connecting]

2021 Communications
Annual Report

January 1, 2021 – December 31, 2021

Content

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City of Bondurant, Iowa (Official)		**@CityofBondurant**	
cityofbondurant		**City of Bondurant**	
City_of Bondurant		**City of Bondurant**	

Also featured in:

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Communications Team

'COMMUNICATIONS WITH A TEAM APPROACH'

The Communications & Events Specialist and City Administrator are the lead staff members of the Communications Team. The Communications Team provides department perspectives and professional insights on City Communications. Broadly, there is one representative from each department on the Communications Team.

The Communications Team consists of:

- City Administrator
- Fire Chief
- Director of Finance
- Public Works Director
- Director of Planning & Development
- Library Director

The core work of the Communications Team is to:

- Provide departmental and professional perspectives on Communications.
- Assist in the development of Communication pieces
- Assist in the implementation of publishing Communication pieces
- Provide periodic feedback on the evaluation of the Communication pieces

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Mission

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

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Vision

To grow our viewership, target our audience, and engage in a productive manner by:

1. Building the City's brand, driving traffic to the City's website, promoting events, and increasing engagement.

2. *Development of a Policy that will guide the City's Communication goals and visions.*

Goals

1. Increase social media following by 8% each year (Facebook, Instagram, Twitter, and LinkedIn).
2. Increase brand recognition and promote a positive image in the community.
3. Increase the top three KPIs to improve City's website SEO.
4. Develop and maintain monthly posting benchmarks to engage the audience and keep the City's message relevant on social media.

Objectives

Tactic	Goal
Ensure the most up-to-date and accurate information is on our website	2, 3
Raise awareness of programs, classes, facilities, amenities, and rental opportunities within Bondurant Parks and Recreation	1, 2, 4
Improve website profiles to increase SEO	2, 3

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Principals

Communication may simply be the transfer of information, thoughts, or ideas to create shared understanding between the City and the receiver. The information may be written or spoken, professional or social, personal, or impersonal.

On Brand

The style and method of communication are consistent. We promote a cohesive organizational identity that reflects the community's pride.

Proactive

The information we share is responsive to community needs. Our communication platforms are easy-to-use, accessible to all, up-to-date, and intuitive.

Professional

The information we share is concise and consistent. We efficiently communicate with plain language, ensuring the words we use are easy to read and understand and value our stakeholders' time and attention.

Open

We maintain a friendly and welcoming tone when sharing information and ideas. We share our innovative ideas in a clear and concise manner.

Informative

The information we share is useful, interesting, or entertaining.

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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:

- **Invested in a new cloud-based budget and performance management software** which breaks down the city's finances, demographics, capital projects, and debt.

- **New look and feel of the projects page** due to the new budget transparency page the project's page on the website shows all capital projects that residents can view at any time. This software features an interactive aerial map.

These past few years have been a few years 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.

New Visitor / Returning Visitor

16.1%

83.9%

Key performance indicators (KPI) are quantifiable measures that gauge the City's performance against a set of targets, objectives, or industry peers.

Search Engine Optimization (SEO) performance drives better website traffic results.

There are many KPIs that could be tracked, but below are the top three KPIs the City of Bondurant will pay attention to for increased SEO:

1. Organic Traffic –measures how many visitors comes to the City's website from organic search results. Organic marketing is a non-paid method. This covers the main SEO objective: growing the number of people seeing and visiting the City's website.

2. Search Ranking – the higher your website ranks for relevant keywords, the better. This covers the City's reach objective such as increased traffic.

3. Branded Traffic – this is the traffic that comes from users who searched for the terms that contains the City's name. This covers the City's brand awareness objective.

Top Channels

Organic Search
Direct
Social
Referral
Email

13.1%
49.6%
34.5%
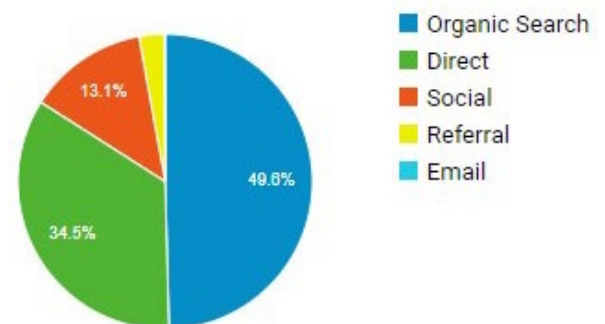
Below includes the report of organic keywords typically used when searching for the City of Bondurant in a search engine. As this data is tracked moving forward, we will set benchmarks.


Organic keywords ⓘ

All keywords	New	Lost	Improved	Declined
5.04K	139	93	68	65

Keyword	Position	Volume	CPC, $
bondurant	1	6.6K	0.52
bondurant ia	1	5.4K	0.00
bondurant iowa	1	4.4K	0.00
city of bondurant	1	590	0.00
bondurant library	1	390	0.00
Show all			

Data drawn from Serpstat

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

In July, the top three pages accessed was the public service announcement about the new radar sign program implemented by Public Works in Bondurant, minutes and agendas, and the Bondurant Community Library subsite.
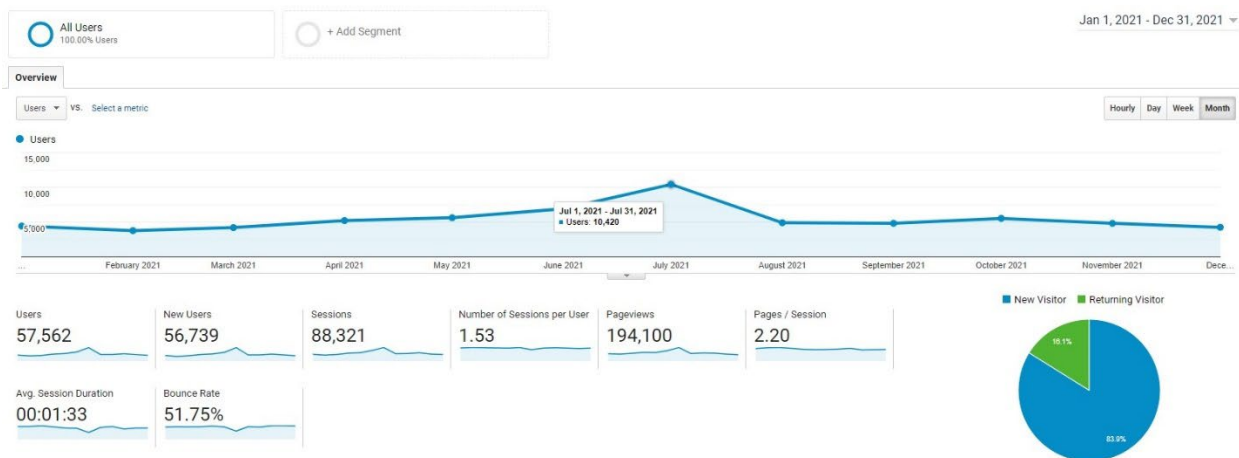
Data drawn from Google Analytics

During 2021 the organic search traffic total included 35k users, 27k new users, 47.6k sessions, with the average user spending 1.58 minutes reviewing the page. Below is a

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report showing the organic search traffic results and the leading landing pages. This is something new to track and set benchmarks.

Organic Search Traffic — Jan 1, 2021 - Dec 31, 2021

Users	New Users	Sessions	Pages / Sessions	Avg. Session Duration	Bounce Rate	Goal Completions
35K +59%	27K +68%	47.6K +55%	2.42 -7%	00:01:58 -11%	47.64% -7%	0 0

Landing Pages:

Landing Page	Keywords		Users		Sessions			Bounce Rate	Goal Completion (% of total)
	Semrush	GSC	All	New	All (% of total)	Pages	Avg. Duration		
Bondurant IA | https://www.cityofbondurant.com/	0 / 0	N/A	8,988 +36%	7,601 +42%	14,607 (30.72%) +37%	3.2 -3%	00:02:40 -7%	39.47% +13%	0 (0%) 0
Bondurant Community Library | Bondurant IA https://www.cityofbondurant.com/bondurant-community-library	0 / 0	N/A	3,059 +58%	2,455 +69%	5,393 (11.34%) +41%	2.34 +3%	00:01:38 -9%	41% +3%	0 (0%) 0
Utilities Department | Bondurant IA https://www.cityofbondurant.com/utilities-department	0 / 0	N/A	1,071 +23%	834 +30%	1,346 (2.83%) +24%	2.91 -15%	00:02:20 -18%	22.51% +13%	0 (0%) 0
Lake Petocka | Bondurant IA https://www.cityofbondurant.com/fishing-bondurant/pages/lake-petocka	0 / 0	N/A	936 +952%	869 +910%	1,138 (2.39%) +1027%	1.45 -12%	00:01:19 +111%	64.06% +1%	0 (0%) 0
Community Events and Fesitvals | Bondurant IA https://www.cityofbondurant.com/community-events-and-fesitvals	0 / 0	N/A	916	780	1,066 (2.24%)	1.63	00:01:18	33.58%	0 (0%)
Code of Ordinances | Bondurant IA https://www.cityofbondurant.com/government/pages/code-ordinances	0 / 0	N/A	727 +28%	540 +29%	917 (1.93%) +32%	1.8 -15%	00:01:42 -33%	69.57% +9%	0 (0%) 0
Employment & Human Resources | Bondurant IA https://www.cityofbondurant.com/government/pages/employment-human-resources	0 / 0	N/A	646 +87%	505 +88%	835 (1.76%) +77%	1.46 -3%	00:00:52 +17%	63.23% -5%	0 (0%) 0

Analytics drawn from Semrush

Overall, in 2021, the majority of website viewership travels from the homepage to the Bondurant community library, minutes and agendas, or the employment page.

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.
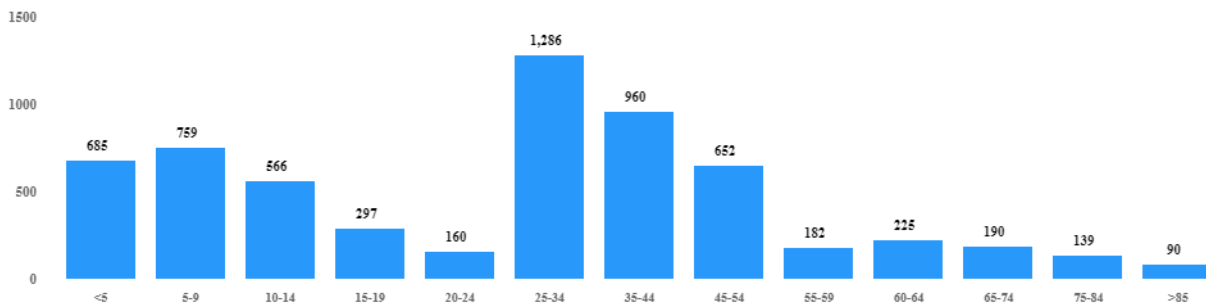
Population by Age Group

The city's website viewers access information from their mobile devices (about 52.57%) or desktop (about 45.86%). There are only a small percentage using tablets (about 1.57%). This helps us determine how to frame content (more vertical). From 2020 to 2021 there has been a 2.61% increase in mobile users.

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Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	57,562 % of Total: 100.00% (57,562)	56,752 % of Total: 100.02% (56,739)	88,321 % of Total: 100.00% (88,321)	51.75% Avg for View: 51.75% (0.00%)	2.20 Avg for View: 2.20 (0.00%)	00:01:33 Avg for View: 00:01:33 (0.00%)
1. mobile	30,226 (52.57%)	29,920 (52.72%)	45,967 (52.05%)	58.64%	1.84	00:01:14
2. desktop	26,365 (45.86%)	25,964 (45.75%)	41,059 (46.49%)	44.01%	2.60	00:01:53
3. tablet	903 (1.57%)	868 (1.53%)	1,295 (1.47%)	52.74%	2.27	00:01:54

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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.
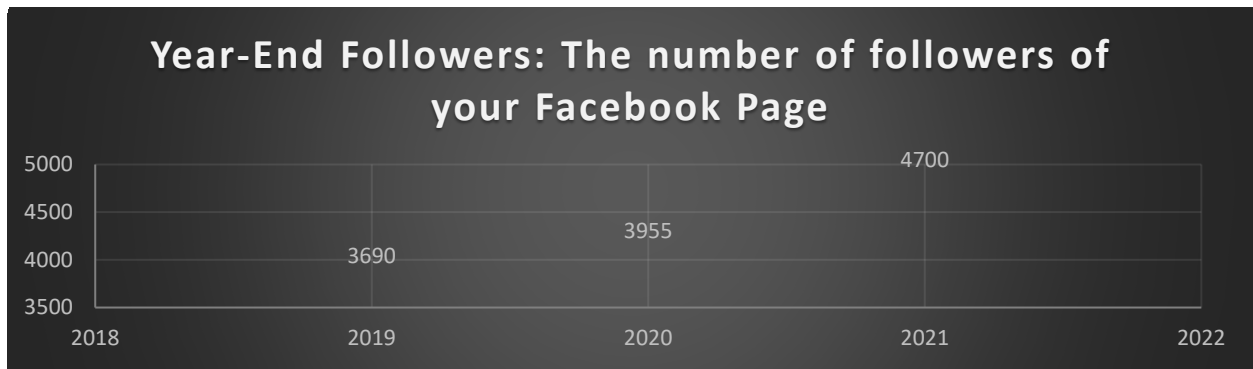
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[Facebook](#) (4,700 followers)

Facebook is the world's most-used social platform (work cited https://www.hootsuite.com/pages/digital-trends-2021). More than half of American users check Facebook several times per day (work cited https://blog.hootsuite.com/how-often-to-post-on-social-media/).

Posting often and posting relevant content isn't impactful if the content is not seen. Getting your content in front of our audience at the right times is key to build awareness, increase engagement, and drive traffic. Here is what the data is telling us:

- Based on impressions these are the best days and times to post
  - Sundays at 2 p.m.
  - Fridays at 1 p.m.
  - Mondays at 6 p.m.
- Based on the times our audience is most active online the best days and times to post
  - Monday at 8 p.m.
  - Sunday at 8 p.m.
  - Tuesday at 8 p.m.
- Based on engagement rates the best days and times to post
  - Tuesday at 6 p.m.
  - Friday at 11 a.m.
- Based on post link clicks the best days and times to post
  - Monday at 1 p.m.
  - Monday at 3 p.m.
  - Friday at 1 p.m.

The goal is to track growth and increase the audience. To better reach this goal Hootsuite was added in August of 2020. The use of Hootsuite that publishes content among all social platforms. There is more content being distributed.

The bar chart below shows a **15.9% increase from 2020 to 2021**, which is a large increase of Facebook followers.

Year-End Followers: The number of followers of your Facebook Page

5000			4700	
4500		3955		
4000	3690			
3500				
2018	2019	2020	2021	2022

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Below are the top Facebook posts for 2021 tracked by reach. Reach is the number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people.

Many of the social campaigns are related to Parks and Recreation Events.

Recent content ↑↓	Type	Reach ⓘ ↓
2021 Merry & Bright Parade Nov 8, 2021	Boost unavailable	14,635
10th Annual Bondu Spook-Tacular Aug 26, 2021	Boost unavailable	11,926
Free Flick Friday Aug 30, 2021	Boost unavailable	11,171
6th Annual Winter Chowder Ride Dec 13, 2021	Boost unavailable	10,381
Chris Norton's Hometown Showing... Jun 2, 2021	Boost unavailable	8,487
Touch-A-Truck Jul 14, 2021	Boost unavailable	7,752
Teal is the new orange, and not jus... Oct 21, 2021	Post	Boost unavailable	7,388
The Gay Lea Wilson underpass proj... May 26, 2021	Post	Boost unavailable	6,351
This is a Bondurant Tradition which... Dec 11, 2021	Post	Boost unavailable	5,983

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Below are the top Facebook posts for 2021 tracked by likes and reactions.

Recent content ↑↓		Type		Reach ⓘ ↑↓	Likes and reactio... ⓘ ↓
Last week the City Council met in r... Dec 29, 2021		Post	Boost unavailable	3,019	275
Four years ago, Bondurant jumped... Sep 14, 2021		Post	Boost unavailable	3,684	230
It has been 20 years since many liv... Sep 11, 2021		Post	Boost unavailable	3,360	183
Next weekend bring the family to ... Jun 17, 2021		Post	Boost unavailable	5,335	176
Turn UP your volume and checkout... Dec 3, 2021		Post	Boost unavailable	3,982	170
The Gay Lea Wilson underpass proj... May 26, 2021		Post	Boost unavailable	6,351	150
The City of Bondurant aimed to cre... Aug 11, 2021		Post	Boost unavailable	5,776	135
The City of Bondurant Beggars' Ni... Oct 5, 2021		Post	Boost unavailable	2,038	131
Congratulations Eric and Tessa! The... Aug 24, 2021		Post	Boost unavailable	2,240	108

The goal is to maintain monthly posting benchmarks to engage the audience and keep the City's message relevant. Most studies agree that once per day is optimal, with a maximum of two posts per day. Hubspot found that pages under 10,000 fans experienced a 50% drop in engagement per post is they posted more than once per day. At a minimum, you should post to your Facebook Page three times per week (Work Cited: https://blog.hootsuite.com/how-often-to-post-on-social-media/)

Ⓕ Posts in 2021

636
posts

↗ 66.5% from 382

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Twitter (724 followers)

Ended 2021 with 724 followers, which is a 11.6% increase from 2020.

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- Based on impressions these are the best days and times to post
  - Tuesday at 3 p.m.
  - Friday at 7 a.m.
  - Thursday at 6 p.m.

Our Twitter page doesn't get much engagement or drive much traffic to our website. The best mode to gauge is the viewership or impressions.

October and December had the most profile visits and below are the top tweets, top mentions, top media, and top followers from those two months.

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Oct 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,723 impressions

The City of Bondurant is excited to be updating the City's long-range comprehensive plan. Public engagement is key to identifying a vision for Bondurant and will obtain through many engagement opportunities. This is one of them!
ow.ly/WBSs50Gtmz2
pic.twitter.com/pLwzlvyfvp

[View Tweet activity]   View all Tweet activity

Top Follower followed by 139 people

Polk County Health Services
@PolkHealth FOLLOWS YOU

Creating opportunities for those with mental illnesses and disabilities.

View profile

Top mention earned 50 engagements

NRC, Inc.
@nrc_inc · Oct 14

We're so excited to announce the 2021 #VOPAwards winners and finalists. Congrats @CityofTualatin, @CityofClive, @CityofDecaturGA, @CityofEagan, @HonoluluGov, @Middleton_WI, @CityofMarionIA, @DePere, @CityofBondurant, @CityofRochMN, and @CityofOshkosh. @ICMA @Polco_us

� 8   ♥ 6

View Tweet

Top media Tweet earned 687 impressions

Hey, Bondurant! Get outside!

Earlier this week the Iowa Department of Natural Resources stocked the Eagle Park Ponds with largemouth bass. Find more details on the city's website:
ow.ly/nEi750GnYaK
pic.twitter.com/1e0hlhhadt

♥ 1

[View Tweet activity]   View all Tweet activity

OCT 2021 SUMMARY

Tweets	Tweet impressions
37	8,687

Profile visits	Mentions
831	4

New followers
9

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TWEET HIGHLIGHTS

Top Tweet earned 498 impressions

This is a Bondurant Tradition which dates back many years ago. Bondurant men and women would come together to play this classic card game.
Registration Link: ow.ly/WxNS50H8jcf
pic.twitter.com/uAHd13gzBn

RUNNER UP 20%
JANUARY 9
12:30 PM
CHECK-IN
1 PM START
$5 admission - Bring Cards & Board
Hosted in Bondurant at Reclaimed Rails Brewing Co.
101 Main St SE, Bondurant, IA
Register at www.cityofbondurant.com

♺1 ♥2

[View Tweet activity]   View all Tweet activity

Top Follower followed by 40.7K people
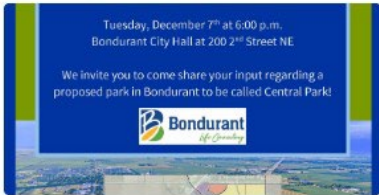
NWS Des Moines ✓
@NWSDesMoines FOLLOWS YOU

Official Twitter account for the National Weather Service Des Moines. Details: https://t.co/xc4zOK5Gt8.

View profile

Top mention earned 51 engagements

GFOA
@GFOA · Dec 16

And the winners are ... @AustinWater, @bloomington_mn, @cityofbondurant, @cookcountygov, @JerseyCity, @MiamiDadeCounty, and @rivconow

Learn more: gfoa.org/materials/afe-...

#GFOA #localgov
pic.twitter.com/gfQsGdLHIv

2021 AWARDS FOR EXCELLENCE IN GOVERNMENT FINANCE

↩1 ♺3 ♥7

View Tweet

Top media Tweet earned 207 impressions

Let's DREAM! Bring your ideas to the Community Public Input Meeting at City Hall on Tuesday to THINK, IMAGINE, and DREAM about parks.
pic.twitter.com/TwJkjIkIj0

Tuesday, December 7th at 6:00 p.m.
Bondurant City Hall at 200 2nd Street NE

We invite you to come share your input regarding a proposed park in Bondurant to be called Central Park!

Bondurant
Life Growing

♥2

DEC 2021 SUMMARY

Tweets	Tweet impressions
31	6,312

Profile visits	Mentions
908	5

New followers
6

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March, April and July had the most Impressions. Below are the Top Tweets from those months.

Top Tweet earned 1,287 impressions

Here are some photos of Overland Park, KS's Thompson Park. This space is similar to what we have at Bondurant City Park.

Can you envision this? Take a short survey to give us input on Bondurant City Park planning! ow.ly/Skla50E8h5D pic.twitter.com/hAn1ZWnLEv

Top Tweet earned 601 impressions

April 18-24, 2021 is National Volunteer Week!

HUGE shout-out to the Bondurant Men's Club and Bondurant Civic Club for their annual support each year! They have brought so much value to our community! THANK YOU! pic.twitter.com/EZiSaXHqci

Top Tweet earned 890 impressions

Do you have a favorite memory from Touch A Truck? Share it with us and @NRPA_news! #OurParkAndRecStory!

#ThrowbackThursday pic.twitter.com/926TC92RDg

The goal is to track growth and increase the audience. Below is a chart that shows a 11.6% increase from 2020.
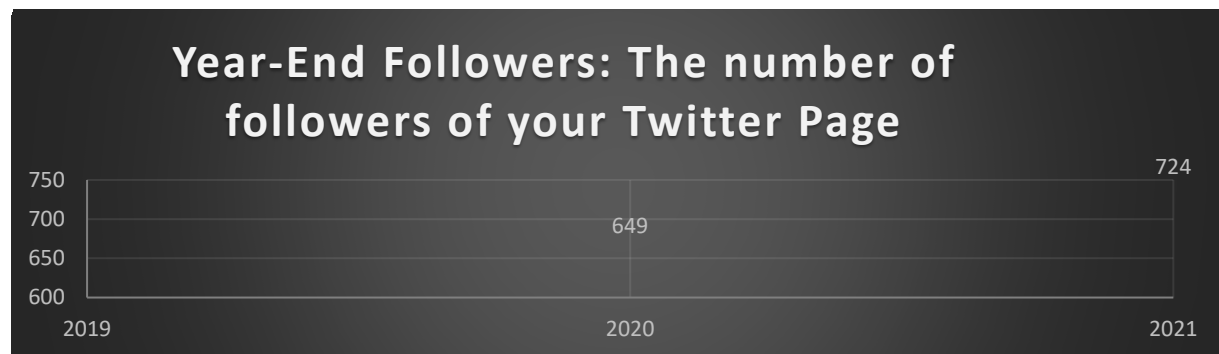
Year-End Followers: The number of followers of your Twitter Page

	2019	2020	2021
		649	724

The goal is to maintain monthly posting benchmarks to engage the audience and keep the City's message relevant. Most studies agree that one to five tweets per day is optimal. (Work Cited: https://blog.hootsuite.com/how-often-to-post-on-social-media/)

Tweets in 2021

391 tweets

↗ 312% from 95

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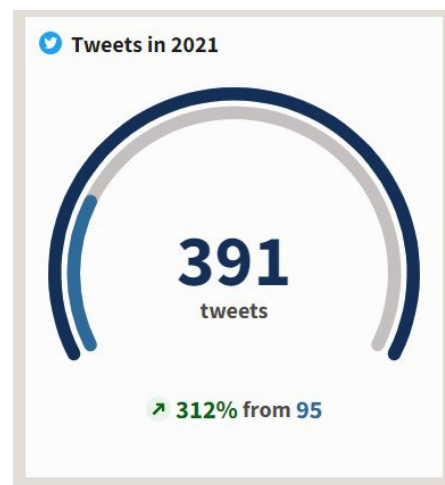
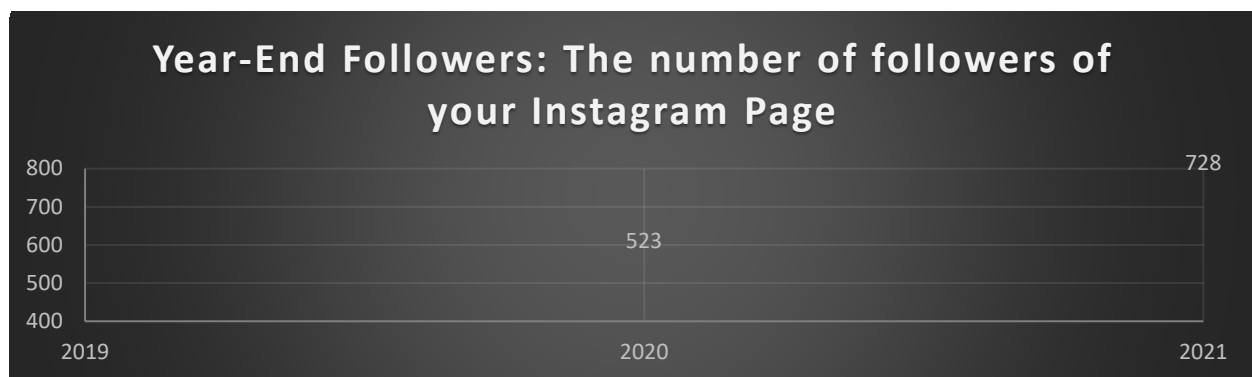## Instagram (728 followers)

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 City ended 2021 with 728 followers on Instagram. This is a 39% increase in followers from 2020.

Posting often and posting relevant content isn't impactful if the content is not seen. Getting your content in front of our audience at the right times is key to build awareness, increase engagement, and drive traffic. Here is what the data is telling us:

- Based on impressions these are the best days and times to post
    - Friday at 1 p.m.
    - Thursday at noon
    - Monday at 3 p.m.
- Based on the times our audience is most active online the best days and times to post
    - Sunday at 8 p.m.
    - Wednesday at 8 p.m.
    - Wednesday at 9 p.m.
- Based on engagement rates the best days and times to post
    - Friday at 1 p.m.
    - Thursday at noon
    - Saturday at 3 p.m.

The goal is to track growth and increase the audience. Below is a chart showing a 39% increase in followers from 2020.

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Below are the top Instagram posts for 2021 tracked by impressions and number of likes. Impressions are the total number of times your content had been seen.
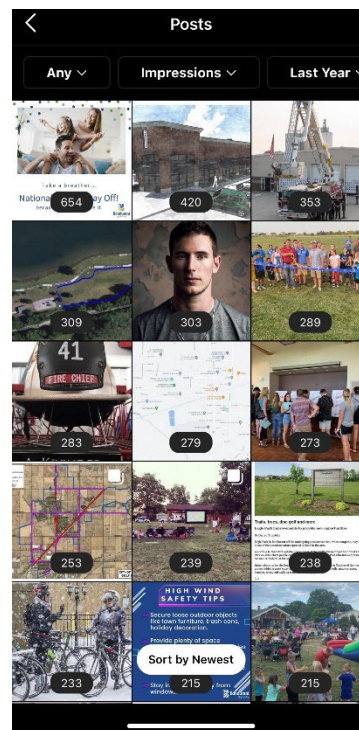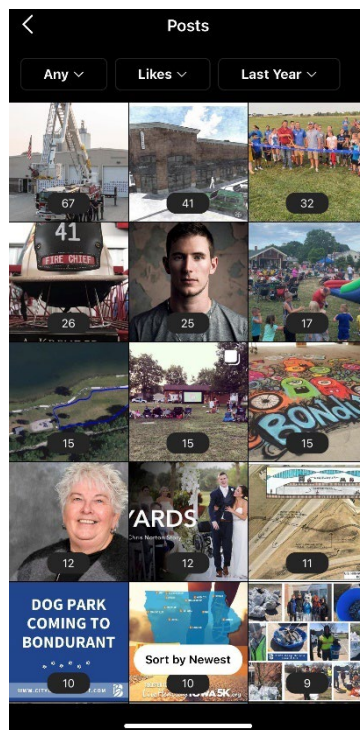
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The goal is to maintain monthly posting benchmarks to engage the audience and keep the City's message relevant. Most studies agree that three to seven posts a week is optimal. (Work Cited: https://blog.hootsuite.com/how-often-to-post-on-social-media/)

Posts in 2021

399
posts

↗ 478% from 69

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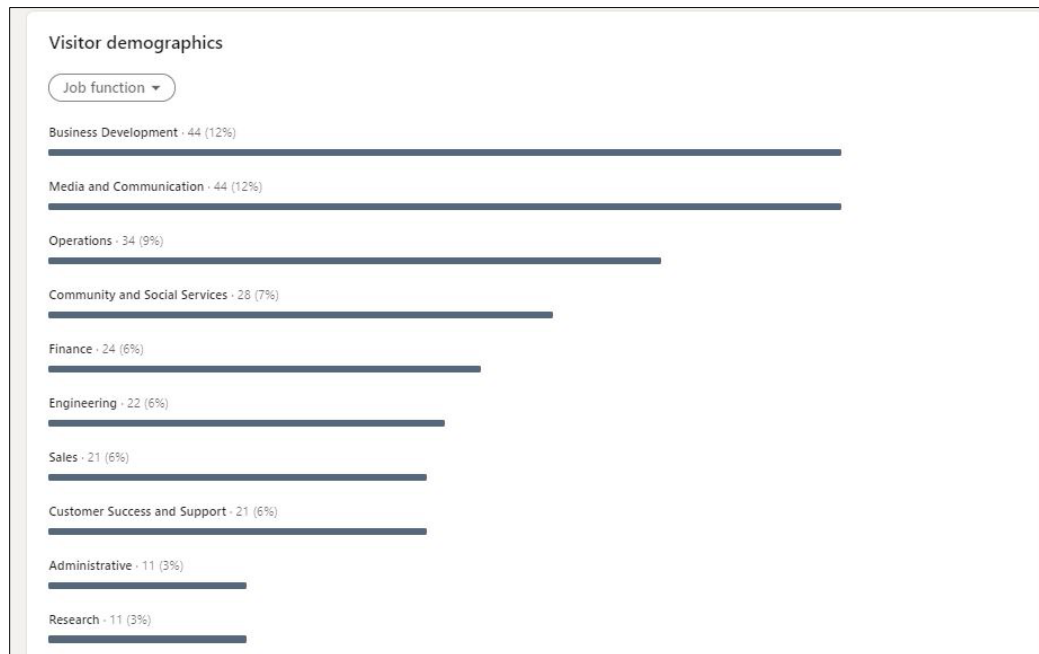515-630-6982
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LinkedIn (116 followers)

May of 2021 LinkedIn was added to the group of Social Media tools. Organically. The City of Bondurant LinkedIn Page has attracted 116 followers.

Posting often and posting relevant content isn't impactful if the content is not seen. Getting your content in front of our audience at the right times is key to build awareness, increase engagement, and drive traffic. Here is what the data is telling us:

- Based on impressions these are the best days and times to post
  - Friday at 1 p.m.
  - Friday at 8 a.m.
  - Monday at 2 p.m.
- Based on engagement rates the best days and times to post
  - Thursday at noon
  - Monday at 2 p.m.
  - Tuesday at 6 p.m.
- Based on post link clicks the best days and times to post
  - Friday at 1 p.m.

Majority of the visitors' work in Business Development.

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The goal is to maintain monthly posting benchmarks to engage the audience and keep the City's message relevant. Most studies agree that one to five tweets per day is optimal. (Work Cited: https://blog.hootsuite.com/how-often-to-post-on-social-media/)

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December was the most popular month to visit the City's LinkedIn profile. Six posts were published in the month of December and the post below was the top post in December.

Post analytics

City of Bondurant posted this • 5mo

Last week the City Council met in regular session for the last meeting of 2021. Mayor Elrod, Council Member-elect Matt Sillanpaa, Bob Peffer, and Council Member- appointe ...show more

Targeted to: All followers

Organic discovery

1,042
Impressions

603
Unique impressions

This post doesn't qualify for boosting. **Learn more**   Boost

Organic engagement

246
Engagements

23.6%
Engagement rate

Clicks	222
Click-through rate	21.3%
Reactions	23 →
Comments	1 →
Shares	0

Visitor metrics

Page views ▾   All pages ▾   All filters

— Desktop	88
— Mobile	95

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Marketing Data Analyst: Nicole Van Houten

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YouTube (8 subscribers)

The City of Bondurant YouTube channel was established January 6, 2016. Since inception, there have been 23 views and 8 subscribers, which is not surprising as the City has not created a great deal of content on this platform previously.

YouTube 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.

The chart listed below shows The Bounce subscribers have fluctuated during 2021 – a few unsubscribed but ended strong with 1072 subscribers. In 2021, 125 contacts were added organically through our website or social media outlets.
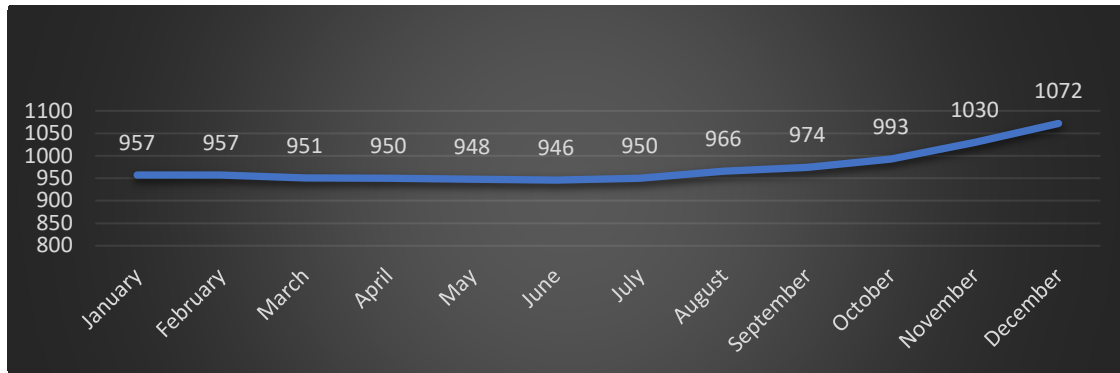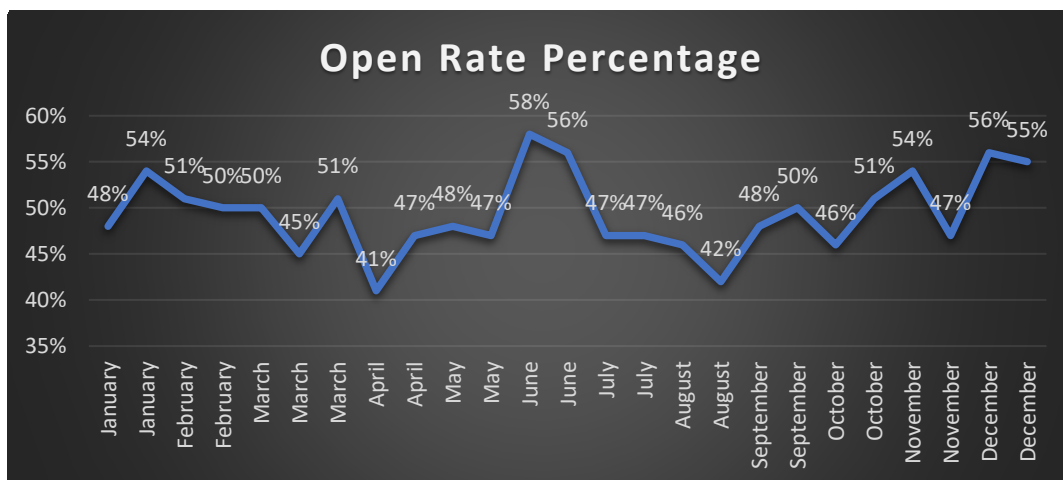

Marketing Data Analyst: Nicole Van Houten

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

For the past 12-months, the average open rate during 2021 was 49% and the click rate was 14%. This is a decrease from 2020.

A total of 23,921 newsletters were sent in 2021 with a total of 11,788 newsletters opened.

Marketing Data Analyst: Nicole Van Houten

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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 2021:

- Bondurant Community Library Recognized as Organization of the Year issued January 21, 2021

- Road Closure Related to the NE Storm Sewer Improvement Project issued January 21, 2021

- Lane Closure for Traffic Signal Work on Grant St S and 32nd St SW issued February 23, 2021

- Bondurant to Partner with Live Healthy Iowa for 5K on May 1 issued March 18, 2021

- Bondurant will host a Major League Baseball Pitch Hit & Run Competition for Central Iowa Youth issued March 18, 2021

- Urgent: Road Closure related to the NE Storm Sewer Improvement Project issued March 24, 2021

- Utility Work: Partial Lane Closure 2nd St NW – Mud Creek to Lincoln St NE issued April 2, 2021

- The City of Bondurant Announces Adoption and Implementation of the Regional Master Plan issued April 2, 2021

- National Work Zone Awareness Week 2021 issued April 8, 2021

- Bondurant Sponsorship Guide issued April 9, 2021

- Road Closure: Second St SE between Grant St and Main St issued April 9, 2021

- Road Closure: Related to NE Storm Sewer Improvement Project issued April 30, 2021

- Area Youth to Compete in MLB Pitch, Hit & Run issued May 12, 2021

- Chris Norton will be in his Hometown during an Outdoor Showing of 7 Yards in Bondurant issued June 10, 2021

- 2021 Bondu Blues and Brews Festival issued July 15, 2021

- New Stop Sign Location issued August 3, 2021

- Bondurant as the Winner of the Voice of the Peoples Award issued October 5, 2021

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- City of Bondurant and RDG Planning & Design recognized for the Urban Design Award for the City Park Master Plan and Mayor Curt Sullivan honored as the 2021 Planning Advocate by the American Association's Iowa Chapter issued October 20, 2021

- Library Expands Hours issued November 17, 2021

- Bondurant Appointing to fill City Council Vacancy issued November 18, 2021

- Road Closure: 100 blk. Of First St SE in Downtown issued December 13, 2021

- Bondurant, Iowa earned Distinguished Budget Presentation Award issued December 7, 2021

- Happy Holidays from Bondurant, Iowa issued December 8, 2021

- Road Closure: 100 Blk. Of First St SE in Downtown Bondurant issued December 14, 2021

Here is the media attention in *2021:

- [‘It's made a huge difference’: Bondurant putting final touches on renovated, expanded library](#)

- [Amazon sortation center property in Bondurant sold for $75.9 million](#)

- [Sale of grain elevator signifies changes for expanding Bondurant](#)

- [Grain elevators closing in Altoona, Bondurant due to suburban sprawl](#)

- [After 17 seasons, families say farewell to Geisler Farms pumpkin patch in Bondurant](#)

- [Spec industrial building under construction in Bondurant](#)

- [Bondurant sets up radar feedback signs to reduce speeding](#)

- [Marshalltown, Pella, and Bondurant Tornado Outbreak 3 Year Anniversary](#)

- [NOTABLE TRANSATIONS: Undeveloped ground in Bondurant sold for $1.7 million](#)

- [Iowan Chris Norton returning home for ‘7 Yards’ screening in Bondurant](#)

- [Polk County Sherriff's Office confirms motorcyclist killed in Bondurant crash](#)

- [Sheriff's office identifies motorcyclist killed after read-ending truck in Bondurant](#)

- [Sheriff: Four people hospitalized after crash near Bondurant](#)

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- [Bondurant-Farrar school board candidates' stand on masks, diversity](#)

- [Iowa man charged with killing missing woman in Bondurant home](#)

* the media attention listed in 2021 does not include the articles in regard to Bondurant-Farrar sports

Overview of 2021

The City of Bondurant values the opportunity to provide information that is professional, informative, open, proactive, and on-brand to residents and stakeholders. This annual report ensures that our community is well informed by promoting awareness of events, programs, initiatives, services, and opportunities in Bondurant.

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