




MEMORANDUM

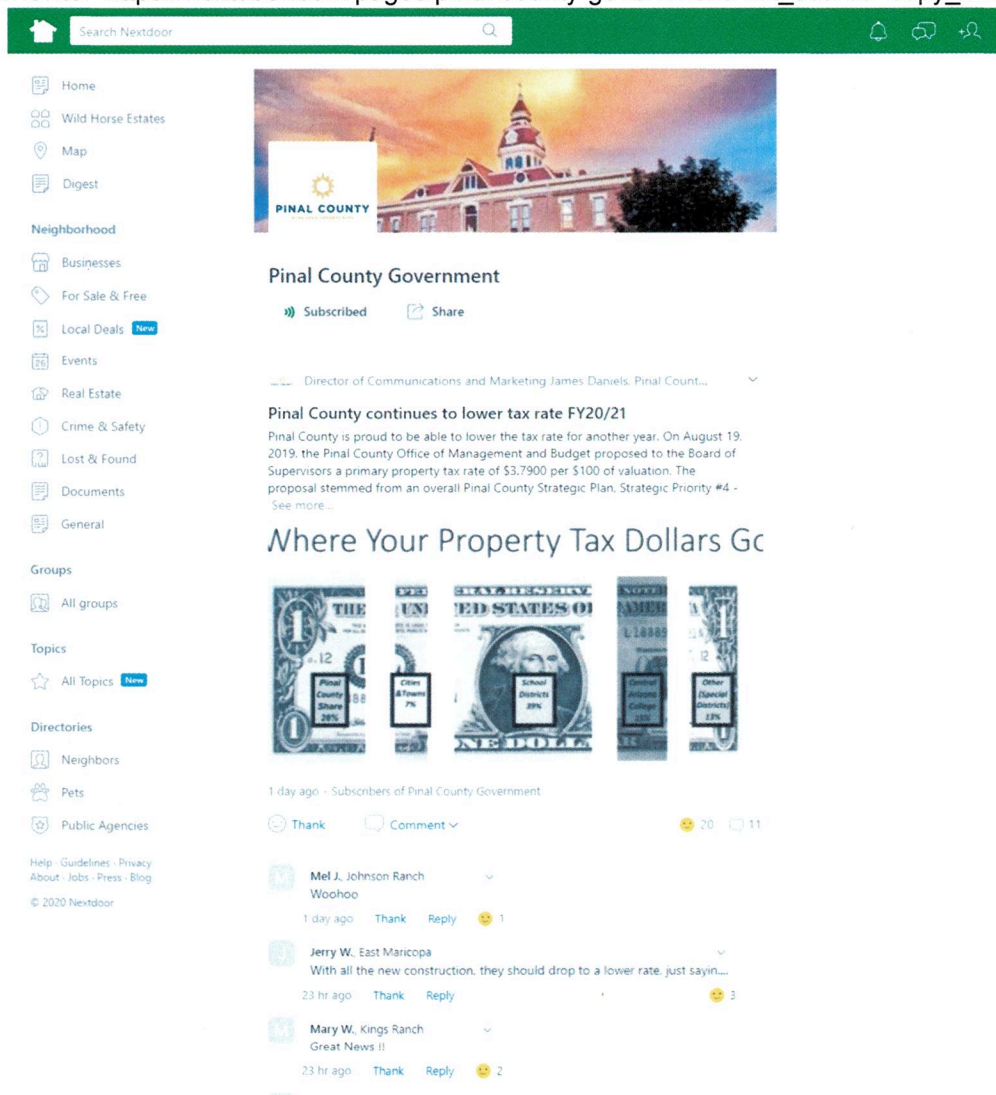
DATE: MARCH 6, 2020

TO: Board of Supervisors

FROM: Louis Andersen, County Manager 

RE: Launch of "Nextdoor" application for Pinal County

Communications and Marketing director James Daniels has announced the launch of the Pinal County profile on the "Nextdoor" application on March 5, 2020 and people are already posting their comments. https://nextdoor.com/pages/pinal-county-government?init_source=copy_link_share



The screenshot shows the Nextdoor website interface. At the top is a green search bar with the text 'Search Nextdoor'. Below it is a navigation menu with categories like Home, Wild Horse Estates, Map, Digest, Neighborhood, Businesses, For Sale & Free, Local Deals, Events, Real Estate, Crime & Safety, Lost & Found, Documents, General, Groups, Topics, and Directories. The main content area features a profile for 'Pinal County Government' with a 'Subscribed' button and a 'Share' button. A post from the 'Director of Communications and Marketing James Daniels' is visible, titled 'Pinal County continues to lower tax rate FY20/21'. The post text states: 'Pinal County is proud to be able to lower the tax rate for another year. On August 19, 2019, the Pinal County Office of Management and Budget proposed to the Board of Supervisors a primary property tax rate of \$3.7900 per \$100 of valuation. The proposal stemmed from an overall Pinal County Strategic Plan, Strategic Priority #4 - See more...'. Below the text is a graphic titled 'Where Your Property Tax Dollars Go' showing a breakdown of a \$1.00 tax dollar: Pinal County Share (38%), Cities & Towns (7%), School Districts (39%), General Municipal (12%), and Other Municipal (4%). The post has 20 likes and 11 comments. The comments section shows three replies: 'Mel J. Johnson Ranch' says 'Woohoo', 'Jerry W. East Maricopa' says 'With all the new construction, they should drop to a lower rate, just sayin...', and 'Mary W. Kings Ranch' says 'Great News!!'.