



## **North Liberty Telecommunications Commission**

Meeting Agenda

Monday, Oct. 3, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Staff report.
5. Community bench marking survey.
6. Community event support policy.
7. Bulletin board and digital signage policy.
8. Budget FY18 discussion.
9. Approval of minutes.
10. Old business.
11. New business.
12. Next meeting date.
13. Adjourn.

# **Communications Department Report**

Submitted to the North Liberty City Council

Sept. 28, 2016 for the month of September 2016

## **Communications Specialist**

On Monday, Oct. 10, Megan Benischek will join us full time as a communications specialist. Megan comes to us from KCRG, where she was most recently a creative producer. She has a wide background with experience in sports, marketing, videography, production and promotion. She'll have the opportunity to work with Stefan, whose last day is Oct. 14 before he moves to Nashville. He's been with us a year and a half. We'll miss him.

## **Cablecast Server**

We completed training in Tightrope at the beginning of the month. We expect to fully switch over to the new automation server on Oct. 5, in advance of staffing changes. This new automation system includes a bulletin board content management component that we plan to use to power digital signage in some city facilities.

## **City Week**

Jillian is planning activities for this year's City Week, scheduled for Oct. 10 through 14. City Week is an annual event that the Iowa League of Cities encourages its members to celebrate in order to highlight the often hidden or underappreciated things cities do. In addition to hosting a mock city council meeting during a lunch, she's planning other engagement opportunities as well, including Snapchat takeovers and more.

## **Community Events**

We've begun holding meetings with potential sponsors of Beat the Bitter (Feb. 4, 2017), Blues & BBQ (July 8, 2017) and Another Episode (May 18, June 15, July 20 and Aug. 17, 2017), a twist on movie-in-the-park. We'll continue seeking sponsorships in the coming months. We've get with the community committee for Beat the Bitter's second year and hope to roll out announcements in late November.

## **Commercial Real Estate Luncheon**

Staff worked with the CBJ to sponsor its annual luncheon to highlight the commercial potentials in North Liberty. Additionally, staff prepared materials for a presentation by City Administrator Ryan Heiar (and his Coralville compatriot Kelly Hayworth).

## **Highway 965 Renaming**

Nick met with the task force in September and hopes to have a final recommendation for council in October.

## North Liberty Transit

Staff prepared promotional materials for the pilot of North Liberty Transit, an intra-city service to help those without cars access services such as doctors, grocery, community center and pantry. Roll out is pending final approval of the East Central Iowa Council of Governments, but the expectation is for the service to begin sometime in October.

## Projects

The end of road projects are always a frustrating period for residents and other commuters: roads often look done and drivable while crews still have work to do that requires lane closures. This year, work on Penn Street has been complicated by the emergency closure of the county's Highway 965 bridge and other factors. In the past month, Nick attended progress meetings, spoke with a few media outlets, including KCRG and *The Gazette*, about the work, posted updated and answered questions sent via email and social media.

## Other

We produced and submitted City Council meetings to the Iowa City government channel.

Staff represented the City of North Liberty at the Iowa City Area Chamber of Commerce's North Liberty Roundtable. Jillian is working with the United Way of Johnson and Washington Counties' annual campaign cabinet.

We sent news releases about the city's new streets superintendent, the NLPD's partnership with the Colony Pumpkin Patch, Halloween activities, North Liberty's flood assistance and more.

Staff attended CPR and customer service training with other departments. Miller attended the Social Brand Forum in Iowa City.

## Social media

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows	Snapchat score
Sept. 2016	64	62,860	52	25,000	21 (824)	24
Aug. 2016	84	74,265	55	29,500	82 (803)	
July 2016	110	83,551	70	16,500	124 (721)	
June 2016	217	66,227	92	25,400	89 (597)	
May 2016	112	54,190	55	37,800	46 (508)	
April 2016	122	62,193	30	24,500	43 (462)	
March 2016	139	41,479	43	26,200	41 (419)	

## Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
September 2016	14,139	10,256	30,028	2.12	1:30
August 2016	21,915	15,496	42,191	1.93	1:22
July 2016	21,164	15,123	40,525	1.91	1:22
June 2016	23,761	16,469	47,658	2.01	1:27
May 2016	19,917	14,231	39,812	2.00	1:22
April 2016	16,898	12,044	36,230	2.14	1:38
March 2016	19,400	14,590	37,648	1.94	1:18
February 2016	13,444	9,722	29,899	2.22	1:40
January 2016	15,994	11,582	34,566	2.16	1:33
December 2015	14,596	10,984	28,898	1.98	1:19
November 2015	14,280	10,477	29,299	2.05	1:23
October 2015	15,120	10,934	29,983	1.98	1:20
September 2015	14,061	10,142	28,736	2.04	1:21

## Completed Shoots

Title	Requested By	Date Shot	Duration
<b>Parks and Recreation Commission</b>	City Administration	Sept. 1	0:21
<b>Planning and Zoning Commission</b>	City Administration	Sept. 6	0:14
<b>Doggie Plunge</b>	Recreation	Sept. 8	0:05
<b>Beaver Kreek playground install</b>	Communications	Sept. 12	0:05
<b>Telecommunication Commission</b>	City Administration	Sept. 12	1:06
<b>City Council</b>	City Administration	Sept. 13	2:09
<b>NLPD K9 fundraiser</b>	Communications	Sept. 15	0:01
<b>North Liberty Transit</b>	Communications	Sept. 16	0:02
<b>Library Board of Trustees</b>	City Administration	Sept. 19	0:47
<b>Board of Adjustment</b>	City Administration	Sept. 21	0:32
<b>City Council</b>	City Administration	Sept. 27	1:45
<b>Total shoots: 11</b>	<b>Duration of new video: 4.9 hours</b>		

## Typical Steps to Create a Community Feedback Survey

1. Set your objectives (need inputs from Council and direction on whether other inputs are needed) to define domains of interest, sample population, end goals
2. Write your survey questions based on objectives. Organize by domains of interest.
3. Test survey/questions/responses internally and then on a pilot group
4. Make a sampling strategy and define sample
5. Develop analytic plan to determine how data can be used to answer questions of interest
6. Launch survey
7. Collect responses, employ methods to reduce non-response
8. Analyze the responses and patterns of non-response to determine representativeness of findings
9. Prepare report of findings and speak with stakeholders to determine policy implications, next steps, resulting community action based on new knowledge

## Options for survey assistance

1. Develop survey internally
2. Employ UI ISRC (see below for description of their data collection services)
3. Employ private consulting firm (see below for firms involved in recent local area surveys)

## Additional Links/Information

The University of Iowa Public Policy Center Iowa Social Science Research Center (ISRC) Data Collection Services  
<http://ppc.uiowa.edu/isrc/services/data-collection>

The ISRC offers a variety of data collection services including: consultation on survey project design and instruments, phone-based data collection, web-based data collection, mail survey data collection, mixed-mode data collections, focus groups, mail, data entry and other services that support researchers.

The ISRC has field staff that are extensively trained in survey methodology, data collection technology, and all have been certified through the UI Human Subjects Office's CITI human subjects' tutorial for IRB02 (and many cross-trained for IRB01) data collection.

Field staff performs services in close accordance with the American Association of Public Opinion Researchers (AAPOR) Standards and Best Practices to foster standardization and high quality results so our projects may be more easily replicated and endure over time.

ISRC staff is available for consultation on survey research issues. To discuss survey research needs or inquire for further details, contact [isrc-info@uiowa.edu](mailto:isrc-info@uiowa.edu) or complete the following form.

Nearby recent community surveys:

- North Liberty
  1. Community Aquatics Interest Survey

<http://northlibertyiowa.org/city-services/aquatic-center/community-aquatics-interest-survey/>

“The City of North Liberty has engaged Waters Edge Aquatic Design, of Lenexa, Kan., to assist with the development of an aquatics feasibility study and comprehensive plan. We’re seeking community input to identify current and future aquatic needs. Please take a few minutes to complete this survey and help us develop a plan.”

## 2. Public Transit (2011)

[http://northlibertyiowa.org/wp-content/uploads/2011/04/Survey\\_Final-Report.pdf](http://northlibertyiowa.org/wp-content/uploads/2011/04/Survey_Final-Report.pdf)

Purpose: The purpose of the survey was to obtain citizen feedback on a number of issues regarding public transit. Because the recommended method required a broad range of questions to obscure the true purpose of the survey, a number of other issues of concern to North Liberty city managers were addressed.

Done by: Dan Wiese Marketing Research Cedar Rapids, Iowa

- Coralville’s Community Plan:

<http://www.coralville.org/DocumentCenter/View/3219>

Iowa City’s Policy Department Survey

<https://www.icgov.org/city-government/departments-and-divisions/police-department/iowa-city-police-department-community>

## **Community Event Assistance Policy**

**Throughout the year, there are events organized by, or in partnership with, residents who seek to improve the quality of life and the cohesion of the community. It is in the City of North Liberty's interest to support such events. This policy outlines the types of support the City of North Liberty can offer such events and initiatives, as well as well as the requirements of eligible events.**

### **Eligible Events**

Support is determined by staff on a case-by-case basis and will be reevaluated each year. Events eligible for support must:

1. Commit to acquiring a special event permit, if required
2. Adhere to the requirements of the permit
3. Be open to the public
4. Be either based in North Liberty or organized by a City of North Liberty-supported organization.
5. Have the intention to become a repeated event
6. Not be intended for business profit

Additionally, the event's scale and scope, the event's uniqueness, and the event's potential economic impact will also be considered. Examples of approved events include: North Liberty Porchfest, Penn Landing Market Block Party, etc.

Non-eligible events include:

- Fundraisers for an individual's benefit
- Exclusionary events, such as those related to a particular religious or political affiliation
- Promotional business events

**If approved for community event assistance, the community engagement coordinator, along with the communications department staff, is able to offer a community event various levels of event support based, in part, on staff time and workload. Support may range from a few or many of the items below:**

- Serve as committee liaison and attend appropriate meetings
- Provide an initial review of the special event permit
- Offer budget review and feedback
- Provide direction in applying for North Liberty Community Betterment Group to be the fiscal agent, if appropriate
- Introduce committee chair to potential collaborators
- Provide introductions to public safety personnel and other relevant city staff
- Limited day of event needs, if available
- Loan various event equipment:
  - o (2) 10x10 tents

- o Mister
- o Fire extinguishers
- o Bar top
- o Extension cords
- o Barricades
- Marketing
  - o Create limited design work (posters, etc)
  - o Include event on the City of North Liberty and CVB online calendars
  - o Author a news post on the city website and notify North Liberty subscribers of the upcoming event, if appropriate.
  - o Share/Like/Retweet event social media post
  - o Share a list of updated media contacts, press release template, and review press release
  - o Assist with arranging a guest appearance for event committee chair in local media
  - o Create a video PSA
  - o Take photos and/or video day of the event

**Approved events will be required to provide the following to the community engagement coordinator for consideration of continued support year after year:**

- Designated committee chair for communication
- Copy of the approved special event permit, if applicable
- Draft of budget at least 60 days out from event and actual expenses post event
- City of North Liberty logo on appropriate materials (website, poster, etc.)
- Timely communication of event details throughout the planning process for accurate promotion assistance
- Full-resolution photographs for use in City of North Liberty marketing and publications
- Copies of all receipts if using the NLCB account

**The communications department will refrain from assisting with some event tasks due to staff time, workload, and conflict of interest. These responsibilities have also been reserved for the planning committee to help cement these events and projects as resident-driven and set up for long term success with or without the City of North Liberty communications department assistance.**

- Sponsor asks
- Financial support
- Detailed planning
- Damage waivers or liability beyond event budget
- Alcohol licenses
- Exceptions to city ordinances
- Sending a press release to media contacts directly (contacts can be shared)

# Memo

**To** North Liberty Telecommunications Commission  
**From** Communication Director Nick Bergus  
**Date** September 29, 2016  
**Re** Digital Bulletin Board policy

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The City of North Liberty's PEG channel has long offered digital bulletin board "space" to the public and local non-profits. With our new cablecast equipment, we'll be adding digital signage this fiscal year that will show this digital bulletin board in the Community Center lobby as well as other locations, such as City Hall.

We expect requests from the public for use of these digital bulletin boards to increase with its higher visibility. In anticipation, we'd like to update our policy to preserve the digital bulletin board's value for communicating City of North Liberty messages, while still offering access to the public and local non-profits.

Our current policy is below, in full:

## **NLTV BULLETIN BOARD**

- A. Members of the public and representatives of local non-profit organizations may utilize the NLTV Bulletin Board free of charge for the purpose of promoting any non-commercial service or event.
- B. Information to be posted on the NLTV Bulletin Board should be submitted to the Telecommunications Department in person or by mail, e-mail.
- C. The Telecommunications Department reserves the right to edit materials to be posted for length, formatting and content.
- D. Messages should be submitted no later than one week prior to any timely event or promotion. Telecommunications Department staff shall use their best efforts to post Bulletin Board announcements within two business days of receipt.

We'd like to propose the changes and amendments:

## **NLTV-Digital BULLETIN BOARD**

- A. Members of the public and representatives of local non-profit organizations may ~~utilize~~ use the NLTV Bulletin Board free of charge for the purpose of promoting any non-commercial service or event.
- B. Information to be posted on the ~~NLTV~~ NLTV-Digital Bulletin Board should be submitted to the ~~Telecommunications-Communications~~ Department in person ~~or,~~ by mail, or e-mail.
- C. The ~~Telecommunications-Communications~~ Department reserves the right to edit materials to be posted for length, formatting and content.

- D. Messages should be submitted no later than one week prior to any timely event or promotion. ~~Telecommunications~~ Communications Department staff shall use their best efforts to post Bulletin Board announcements within two business days of receipt.
- E. Messages from the public will be displayed through the event or for 60 days, whichever comes first.
- F. There will be a limit of 10 public items on the Bulletin Board at any given time. These will be allotted on a first-come, first-served basis.

# Memo

**To** North Liberty Telecommunications Commission  
**From** Communication Director Nick Bergus  
**Date** September 30, 2016  
**Re** FY2018 Budget Priorities

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The City of North Liberty's fiscal year runs from July 1 to June 30, but our budgeting process begins in the fall. In your packet, you'll find materials showing our current budget, our actual expenditures for the previous three fiscal years and the timeline for our budgeting cycle.

Over the next month, we'll look at costs for various projects, prioritize and offer a budget proposal. Generally, we'd like to hear from the commission general guidance of initiatives and projects this commission believes we should explore for our FY2018 budget request.

Items staff have begun considering and gathering additional information on includes:

## **Mobile Social Media Kit**

Often, we're looking to stream live video, or produce social content, while in the field, and this would simplify that process. The kit would include a smartphone, case, small tripod and other equipment that would allow for a more additional remote, live work, social media "take overs," and equip staff who do not have work smartphones.

## **Council Chambers Camera**

This would replace the third camera, that is now about a decade old, with a camera to match our other two pan/tilt/zoom cameras in chambers, along with cabling and control unit. This would be able to move to a new chambers when such a facility was constructed.

## **Website rebuild**

North Liberty's website was last refreshed, in-house, in 2013, but, overtime, the cruff has built up. There would be some big advantages to starting anew, and with some outside assistance, to build a modern, mobile-friendly, fast site that better serves all of our audiences.

## **Communications assistant**

Staff spends approximately 10 to 18 hours each month on public meeting setup, coverage and related tasks. Additionally, Liberty High School's fall 2017 opening and North Liberty's growth present increasing opportunities and need to cover community events. We'd like to hire a position for 10 hours per week to help shoot some meetings, cover some events on nights and weekend, and be a part of additional production duties. This position would also be able to assist with website maintenance, archiving and other tasks.

## **FY 18 TENTATIVE BUDGET CALENDAR**

September 22- November 4	Department Heads create budgets including Capital Projects
November 7	Proposals submitted to Tracey and Ryan
November 16	City Council Work Session – FY 18 Budget Goals
November 14- December 2	Dept. Head meetings with City Administrator
January 17	Budget work session with City Council (5 p.m. start time)
January 31	Possible second Budget work session with City Council
February 14	Final budget report to Council
February 17	Publication of proposed budget
February 28	Public Hearing on proposed budget and Adoption
March 15	Final Budget is due

010-GENERAL FUND  
 GENERAL GOVERNMENT  
 TELECOMMUNICATIONS

DEPARTMENTAL EXPENDITURES	2016-2017		2017-2018					
	2013-2014 ACTUAL	2014-2015 ACTUAL	2015-2016 ACTUAL	CURRENT BUDGET	Y-T-D ACTUAL	PROJECTED YEAR END	REQUESTED BUDGET	PROPOSED BUDGET
<b>PERSONNEL SERVICES</b>								
010-6-6070-1-6010 REGULAR SALARIES AND WAGES	152,998	157,574	168,158	176,387	42,385	0	0	_____
010-6-6070-1-6020 PART-TIME & TEMPORARY WAGES	0	0	0	0	0	0	0	_____
010-6-6070-1-6040 OVERTIME PAY	0	0	0	100	0	0	0	_____
010-6-6070-1-6110 FICA/MEDICARE	11,413	11,796	12,521	13,494	3,046	0	0	_____
010-6-6070-1-6130 IPERS	13,577	13,941	14,425	15,751	3,764	0	0	_____
010-6-6070-1-6150 GROUP INSURANCE	25,884	22,313	21,158	24,751	7,225	0	0	_____
010-6-6070-1-6160 WORKERS' COMPENSATION	1,928	1,609	1,872	1,600	0	0	0	_____
010-6-6070-1-6181 UNIFORMS	0	0	0	0	0	0	0	_____
010-6-6070-1-6182 MILEAGE	0	0	16	100	0	0	0	_____
010-6-6070-1-6183 GROUP INSURANCE DEDUCTIBLE	684	2,178	1,932	3,000	0	0	0	_____
010-6-6070-1-6240 TRAINING & CONFERENCES	576	1,552	3,025	3,500	734	0	0	_____
TOTAL PERSONNEL SERVICES	207,060	210,962	223,108	238,683	57,153	0	0	_____
<b>SERVICES &amp; COMMODITIES</b>								
010-6-6070-2-6396 PRODUCTION EQUIPMENT REPAIR	0	78	60	500	0	0	0	_____
010-6-6070-2-6408 INSURANCE/GENERAL	1,928	2,414	2,582	32,400	0	0	0	_____
010-6-6070-2-6411 LEGAL FEES	0	0	0	0	0	0	0	_____
010-6-6070-2-6412 IMMUNIZATION & TESTING	24	343	220	200	0	0	0	_____
010-6-6070-2-6425 TELEPHONE & CELL PHONE COMMU	1,752	1,740	2,925	4,500	965	0	0	_____
010-6-6070-2-6443 WEB HOSTING CONTRACT	1,013	904	1,007	2,000	191	0	0	_____
010-6-6070-2-6444 ON DEMAND/STREAMING SUPPORT	97	1,296	1,515	4,000	614	0	0	_____
010-6-6070-2-6445 MOBILE ACCESS CONTRACT	1,089	1,188	1,089	1,200	0	0	0	_____
010-6-6070-2-6491 SOFTWARE SUPPORT	221	455	839	2,000	0	0	0	_____
010-6-6070-2-6518 COMPUTERS & TECHNOLOGY	0	1,619	1,260	2,000	0	0	0	_____
010-6-6070-2-6557 TELECOMMUNICATION SUPPLIES	6,155	6,362	3,032	5,000	1,342	0	0	_____
010-6-6070-2-6558 TELECOMMUNICATIONS EQUIPMENT	2,621	4,344	2,535	4,000	785	0	0	_____
TOTAL SERVICES & COMMODITIES	14,900	20,743	17,064	57,800	3,898	0	0	_____
<b>TRANSFERS</b>								
010-6-6070-5-6912 TRANSFER TO CAPITAL RESERVE	10,000	8,784	15,000	0	0	0	0	_____
TOTAL TRANSFERS	10,000	8,784	15,000	0	0	0	0	_____
<b>TOTAL TELECOMMUNICATIONS</b>	<b>231,959</b>	<b>240,489</b>	<b>255,171</b>	<b>296,483</b>	<b>61,051</b>	<b>0</b>	<b>0</b>	

PERMANENT NOTES:  
 Contractual 6443 6444 6491



## **North Liberty Telecommunications Commission**

Meeting Minutes

Monday, Sept. 12, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.

Hoffman called the meeting to order at 6 p.m.

2. Roll call.

Present were commissioners Hoffman, Arnold, Gattas, Wells and Fields. Also present: Nick Bergus, Jillian Miller and Stefan Juran.

3. Public comment for items not on the agenda.

There was none.

4. Staff report.

Bergus discussed ongoing playback server implementation and training and upcoming staff turnover. Miller discussed the success of Porchfest.

5. Mission statement.

Staff proposed a departmental mission statement: "The mission of the Communications Department is to publicize community information, be a catalyst for community cohesion and promote engagement in North Liberty." After discussion, the commission approved the statement.

6. Community event support policy.

Staff proposed a departmental policy setting guidelines for selecting community events the office would offer support, and spelling out what types of support the office would provide. After discussion, the commission asked staff to spell out events the department would not be able to support, such as for-profit, political and individual fundraiser events, as well as to add a preamble that better framed the policy.

7. Community bench marking survey.

The commission discussed the various ways to approach a "community bench marking survey": including what areas of satisfaction to look at, what benchmarks to compare North Liberty with and what a reasonable budget would be. Hoffman would research what other municipalities have done and report back at the next meeting.

8. Approval of minutes.

Wells moved, Gattas seconded, to approve the minutes of the July 11, 2016, meeting. It passed with all in favor.

9. Old business.

a. Smartphone app.

Bergus reported that the app was still broken, and, while he was still in contact with the vendor, MyCommunityMobile, the company was slow to fix the app. Bergus discussed possible options, including continuing to work with the same vendor, working with a new vendor, or ceasing support for an app. After discussion, the commission agreed that the ceasing app support was the best path forward.

b. Telecommunications commission ordinance.

Bergus said he was marking up the current ordinance and would consult with the city attorney.

10. New business.

a. Formats for video providers.

Bergus noted that the new video automation server no longer ingested DVDs, and staff wanted to require, after a reasonable transition time, the three providers of DVDs to begin providing digital files of their videos for NLTV playback. Staff would information on how to make that transition to program providers and offer reasonable support.

b. Foreign language discussion.

Staff discussed ways to offer additional language support. After discussion, staff will pursue offering certain webpages and printed materials, such as those for new residents, in multiple languages, focusing first on Spanish.

11. Next meeting date.

The next meeting was set for Oct. 3, 2016, at 6 p.m.

12. Adjourn.

At 7:06 p.m., Arnold moved, and Gattas seconded, to adjourn, with all voting in favor.