North Liberty Communications Advisory Commission

Meeting Agenda
Monday, Nov. 6, 2017
6:00 p.m. Regular Session
City Council Chambers, 1 Quail Creek Circle

1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Social Media Use and Comment Policy.
5. Website redesign recommendation approval.
6. Staff report.
7. Approval of minutes.
8. Old business.
9. New business.
10. Next meeting date.
11. Adjourn.

SOCIAL MEDIA USE AND COMMENT POLICY

The City of North Liberty uses social media as a public service to disseminate information. We encourage comments, concerns, and questions regarding any of the topics on our social media pages.

While this is an open forum, it's also a family-friendly one, so please keep your comments and posts clean.

You participate at your own risk, and need to take personal responsibility for your comments, your username and any information provided.

Comments and posts that violate any of the guidelines listed below may be removed in the City's discretion:

A.   Do not post graphic, obscene, explicit or racial comments. We also do not allow comments that are abusive, hateful, vindictive or intended to defame anyone or any organization.

B.   Do not post any commercial solicitations (i.e.: asking users to "like" your Facebook page, visit your website, sign a petition).

C.   Do not post advertisements, prize contests or giveaways. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

D.   Do not post details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights.

E.   Apparent spamming or trolling will be removed and may cause the author to be blocked from the page without notice.

F.   Do not post copyrighted or trademarked images or graphics. Imagery posted on the Facebook wall should be owned by the user.

G.   Do not post comments, photos or videos that suggest or encourage illegal activity.

H.   Do not post political propaganda.

I.   Do not post off-topic comments.

The appearance of external links or the use of third-party applications on this site does not constitute official endorsement on behalf of the City of North Liberty.

The City of North Liberty reserves the right to deny access to its social media sites for any individual who violates this policy, at any time and without prior notice. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

Memo

To Communications Advisory Commission
From Communication Director Nick Bergus
CC City Administrator Ryan Heiar
Date November 3, 2017
Re Recommendation to accept website redesign proposal

Per the Request for Proposal the Commission accepted at its September meeting, the Communications Department staff collected and evaluated proposals for potential firms to redesign the City of North Liberty's website.

We received five proposals from firms:

Chrisp Media	Champaign, Ill.
Creative Mellen	Iowa City, Iowa
Fusion Farm	Cedar Rapids, Iowa
Maudience	North Liberty, Iowa
William Easton Design	Iowa City, Iowa

In addition to the written proposals from each firm, staff conducted phone interviews with each. The potential firms were assessed by the factors included in the request for proposals, in addition to price, when considering the proposals:

- Technical expertise
- Design portfolio
- User experience expertise
- Local
- Experience with local government and similar agencies

After consideration, staff is recommending we award the project to **Maudience**. The firm's proposal is attached to this memo. The full, interactive proposal is available online at https://maudience.qwilr.com/HoUrQdudQvSG.

Maudience is a North Liberty-based firm that has worked with the North Liberty Community Library, Wappelo County and a variety of other organizations, who recommended the team's work. Members of the city's communications staff had also worked with Maudience on a redesign, on a much smaller scale than the proposed project, of the North Liberty Blues & BBQ website in 2016. Library staff reported that they had been pleased with how easy Maudience had been to work with on their redesign in 2016

Communications staff was pleased that a high-quality North Liberty-based firm was interested in the project, provided a project price within our budget of $9,995, and has the technical and design experience to make the project productive and successful.

If approved at the Nov. 6 meeting, work can begin immediately. A representative from Maudience plans to attend the Jan. 8 meeting to present some design to the commission, with the project planned for completion by May 1.

Maudience

WEBSITE PROPOSAL

Prepared for the City of North Liberty

BY **Mark Vande Haar** // **mark@maudience.com**

It looks like you need a website redesign and overhaul.

And you're right. In order to grow with a town full of tech-savvy citizens, you do need to look at redesigning your website.

After looking at your current website and the RFP, we discovered some specific areas that will need to be covered in the new website overhaul. These include:

- Implementing a mobile-friendly, device responsive website

- Re-organizing the site's main navigation to serve the city and audience better

- Creating a website that serves all populations in the community

- Creating custom field areas to easily post meeting agendas, public project information, RFP's, and bids

- Creating lead flows to increase notification options for users

With our expertise in web design and development, Maudience is pleased to propose ideas to overhaul North Liberty's website and relaunch it. We're confident we can deliver significantly increased user interaction and engagement, and help the City of North Liberty realize its goals for better serving the community for the year and beyond.

We Raised USA-Container's Conversion Rate By 26%

A Data-Driven Success Story.
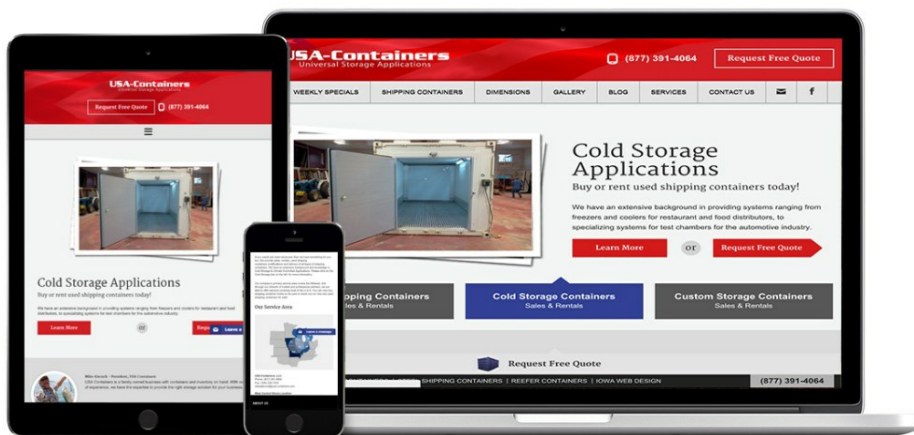
USA-Containers was facing a dilemma. They felt they were falling behind in the digital landscape and were having a hard time increasing top-line revenue.

The main problem was USA-Containers' website. The calls to action were not clear, the user experience was confusing, the load time of the site was slow, and the mobile experience was seriously broken.

That's why they called us.

We implemented a full overhaul of USA-Containers' Digital Marketing Plan. The results started to flow in within the first two months, generating:

- A **32%** increase in paid conversion

- A corresponding **74%** lift in revenue

- A **15%** improvement in active user rates

Yes, you read that right; our new website implementation led directly to a **74%** jump in revenue.

Our **Process**

What to expect working with us.

We have a proven track record of generating leads and increasing revenue for clients. A lot of this, however, stems from a collaborative approach. If we don't fully understand the client's business and process, our knowledge goes by the wayside. We will work very hard to understand your business and what you need before we start incorporating our ideas and thoughts. We also work with a sense of urgency to get the project completed on time.

Maudience takes a holistic approach to design and development. We strive to develop an in-depth understanding of your market, audience and core business drivers, so we can then correlate every design and engineering decision directly with helping you achieve your business goals.

We're huge believers in the power of collaboration. The more fluid our communications, the more powerfully we can achieve your goals.

To deliver this outcome, we created a five-stage process:

1. **RESEARCH**

We begin by performing a rigorous audit of your market space. Who is the core audience? What are their concerns and values?

2. **PROTOTYPING**

Prototyping involves rapid and collaborative iteration on wireframe concepts, layouts and directions.

3. **DESIGN**

Once we've agreed on finalized prototypes, the design team steps in to create high-fidelity mockups of the final product.

4. **BUILD**

We then bring those mockups to life by bringing up the staging servers and coding the designs.

5. **GO LIVE & MEASURE**

Finally, we go live to the world and measure the return on investment for you with detailed analytics.

Our Work

Here's some recent web design work

Treepans.com, SouthSlope, North Liberty Library, and Stuff Etc are all web design projects we've completed recently.

This is web content, please visit the online version to see it: https://pages.qwilr.com/HoUrQdudQvSG.

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Our Technical Ability

Showing not telling is the best way to gauge the technical chops of a Wordpress Developer.

This is how to add separate departments or sections of the site. In this case we used locations.

This is web content, please visit the online version to see it: https://pages.qwilr.com/HoUrQdudQvSG.

Showing how easy is it to build pages with unique styling.

This is web content, please visit the online version to see it: https://pages.qwilr.com/HoUrQdudQvSG.

Project **Scope**
Inclusions and Exclusions.

To prevent a client relationship from going sour, one of the most important aspects of the proposal is the scoping section. Here we include information about what is included, and perhaps more importantly, what is not included in our service offering.

We value each client relationship highly and hope to foster a long and fruitful partnership with Maudience. In the spirit of honest collaboration, we feel it's important to point out what you can expect from us - what we are, and are not, as an agency.

WHAT IS **INCLUDED:**

- **Revisions:** We have made affordance for feedback during the wireframing and design phases of the project. It's important to note that revisions requested outside of these phases will be charged at an additional hourly rate.

- **Quality Assurance Testing:** We have strict testing and quality-assurance standards, and have our in-house Q&A team vet all websites we deploy.

- **Post-Deployment Analytics Reporting:** We will provide access to Google Analytics, which will supply you with detailed metrics of your site's performance.

WHAT IS **EXCLUDED:**

- **Video Collateral:** We are not able to provide any motion graphics or video content. This can be included at an extra cost.

Scope of Work **&**
Deliverables

- **Wordpress themes:** We custom design and develop our own Wordpress themes. All Wordpress themes use custom fields instead of Plug-ins. This allows us to improve usability and security of Wordpress for end users. We do utilize some plug-ins in our web design. These include: Gravity Forms, WP Defender Pro, User Role Editor and Loginizer and WP Smush Pro.

- **Custom Fields:** Custom fields allow us to customize sections of the site that will be used frequently and are of high value to the website. This decreases load time, website optimization and security of the website. We use custom fields to create sections which allow for modular page design.

- **Migrating content:** We can migrate a lot of content from the old site to the new site, as far as posts and general information. We will, however, want to fine-tune new page templates and important areas of the main navigation.

- **Translation:** Google language translator has improved a lot over the past year and provides an affordable way to translate your site to multiple languages. You can also exclude certain areas of your website from being translated if desired.

- **Device Responsive:** All websites we build are designed to fit a monitor or screen of any size. We do this through the use of Bootstrap framework and AJAX.

- **Hosting:** Maudience can host the City of North Liberty website on a monthly basis. We host all sites on a Virtual Private Server (VPS). Basic hosting on the Maudience server is $9 per month. However, if site traffic exceeds the server specifications, a custom plan will need to be implemented.

- **Compliance and Usability:**
  By following the most up-to-date usability practices, Maudience will create a site that follows best practices for web design in regard to Section 508 Standards for Electronic and Information Technology. Before the launch of the website, Maudience will test all code with the W3C validator. If a block of code hinders the functionality of the website, Maudience will choose functionality over W3C compliance.

"Our bounce rate went from 60% to 37%"

Director of Marketing **@ Stuff Etc**

Social proof from current clients is a powerful thing!

PROJECT **INVESTMENT**

If you have any questions about this quote, feel free to get in touch anytime at
mark@maudience.com

RESEARCH

Project strategy workshop	$100.00 per Hour x 2		$200.00
SUBTOTAL:			**$200.00**

PROTOTYPING AND DESIGN

Wireframing & Paper Prototyping Workshop	$125.00 per Hour x 4		$500.00
First Round of Wireframes	$125.00 per Hour x 10		$1,250.00
Revision and Feedback Session	$100.00 per Hour x 2		$200.00
Second Round of Wireframes	$125.00 per Hour x 6		$750.00
SUBTOTAL:			**$2,700.00**

BUILD

HTML/CSS PHP Wordpress Integration	$150.00 per Hour x 17		$2,550.00
Infrastructure Setup/ Product Pages/Project Pages	$150.00 per Hour x 18		$2,700.00
Testing and Deployment Implementation	$100.00 per Hour x 5		$500.00

SUBTOTAL:			**$5,750.00**

CONTENT

Re-Creation of content and Audit	$125.00 per Hour x 5	$625.00
Content Upload and Transfer	$100.00 per Hour x 5	$500.00
SUBTOTAL:		**$1,125.00**

GO LIVE & MEASURE

Analytics and Goals Set up	$110.00 per Hour x 2	$220.00
SUBTOTAL:		**$220.00**

Subtotal	$9,995.00
Total (Ex. Tax)	**$9,995.00**

Our **Team**

Who will be working on your project?

Ultimately the quality of our service offering is predicated on our people. Great teams do great work. Simple as that. And clients know it. There is also value in putting a face to a name, so here's who will be working on your project.

MICHIEL HEKKER

Head of Creative @ Maudience

Michiel brings the creativity to our web design and new media marketing services. Michiel has a Bachelor of Arts in Informatics from the University of Iowa and a Master of Fine Arts in Web Design and New Media from the Academy of Arts University.

MARK VANDE HAAR

Head of Digital Strategy @ Maudience

Mark brought his strategic, digital marketing, and account management skills to Maudience when he co-founded the agency with Michiel Hekker. Mark has a Bachelor of Science in Marketing from Northern State University.

MIGUEL SANTANA
Lead Developer @ Maudience

Miguel is the Lead Developer for the Maudience team, bringing diverse coding skill sets to the office. He graduated from Kirkwood with an Associate of Applied Science Degree in Computer Software Development in 2015 while assisting his mother's screen printing business.

Ally Machala

Creative Content Specialist @ Maudience

Ally is Maudience's Creative Content Specialist. She received her Bachelor of Business Administration and Bachelor of Arts in English from the University of Dubuque in 2015. In the office, you'll find Ally running social media campaigns, creating content, or crafting email marketing campaigns.

Jakob Garman

Front End Developer @ Maudience

Jakob serves as Maudience's Front End Web Developer and video editing and animation expert. He brings enthusiasm and positivity to the team, in addition to his skills with HTML/CSS, JavaScript, PHP, and Wordpress Integration.

ABOUT US

Let our clients tell you about us.

To see the video, please visit this page in your web browser: https://pages.qwilr.com/HoUrQdudQvSG.

MOVING FORWARD
TAKE THE NEXT STEP

Email: mark@maudience.com / Web: **www.maudience.com**

Communications Department Report
Submitted to the North Liberty City Council
Nov. 1, 2017, for the month of October 2017

Projects
We've started outreach on city projects planned for the next year: publicizing trail connections, highlighting the Forevergreen Road interchange, noting Ranshaw Way (Highway 965) work and meeting with residents directly impacted by coming Front Street improvements. We'll continue to highlight the coming improvements over the winter, getting folks used to the idea that they're going. The lead up will culminate in the annual project open house in February or March.

Business Boom
Working with other members of city staff, Tracey Mulcahey, Angela McConeville and Jennie Garner, we put together a social hour to celebrate the North Liberty business community on short notice. The social hour will be held Nov. 2. Locally, South Slope, AlphaGraphics and Fareway contributed to help pull the event together.

Beat the Bitter
Planning for the festival's third year is well underway. Jillian plans to release the schedule, including a slew of affiliated events, around Nov. 20. The festival is scheduled for a full week, from Jan. 28 to Feb. 3. Details as they become available are at beatthebitter.com.

Blues & BBQ
We've been working on early plans and sponsorship renewals for our 2018 festival. We'll start meeting with the committee as a whole in February, once we're past Beat the Bitter. The festival falls on July 14, 2018.

Content types
We've been trying out some different ways to convey news and information about North Liberty that are particularly adapted to social media. Last month, we debuted the short, mobile-friendly video series City Snippet. This month we published a first-person piece by resident Brigette Marshall about her experience using curbside composting. The goal was to remind residents about the service and encourage its use by a peer. Later in the month, Jillian wrote a BuzzFeed-style listicle about reasons you know you live in North Liberty. The idea was to be fun, promote things happening in North Liberty, and be a little self-deprecating. (FWIW, our small part of the internet loved it). We plan to continue to experiment and to keep what works.

Staff
Megan left at the end of the month for a position closer to home at Unity Point in Cedar Rapids. Derek will fill the role as our communications specialist. We wish Megan well, and we are excited to have Derek here fulltime. We're currently seeking a quarter-time Communications

Assistant to assist with meeting, performing arts and event coverage and hope to have someone on board in November.

Other

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

Staff represented the City of North Liberty at as part of the Iowa City Area Chamber of Commerce North Liberty steering committee, and with the United Way.

We sent news releases about the reopening of North Liberty Road and other projects, Citizen Police Academy, the North Liberty Business Boom, road work, the drug take back, no-shave November and more.

Social media (Current month and preceding 12)

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram net new follows
October 2017	57	44,372	29	38,400	19 (1035)
September 2017	107	65,887	36	33,400	21 (1016)
August 2017	111	51,381	37	46,900	18 (995)
July 2017	49	20,886	47	23,300	20 (977)
June 2017	69	27,806	29	16,700	20 (957)
May 2017	81	22,901	23	21,800	11 (937)
April 2017	72	37,913	36	28,400	15 (926)
March 2017	92	63,364	29	20,100	10 (911)
February 2017	54	40,720	39	38,100	14 (901)
January 2017	41	27,035	59	17,400	13 (887)
December 2016	51	59,538	29	17,800	14 (874)
November 2016	48	50,690	36	12,700	17 (860)
October 2016	79	74,835	42	30,300	19 (843)

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
October 2017	18,630	13,044	36,558	1.96	1:24
September 2017	14,559	10,929	29,604	2.03	1:24
August 2017	17,263	12,335	36,431	2.11	1:30
July 2017	22,274	15,331	43,681	1.96	1:23
June 2017	24,295	18,102	45,565	1.88	1:14
May 2017	17,593	12,775	37,549	2.13	1:33
April 2017	17,784	12,520	36,183	2.03	1:26
March 2017	27,434	21,552	47,673	1.74	0:59
February 2017	13,340	9,711	29,186	2.19	1:32
January 2017	15,482	10,918	35,254	2.28	1:33
December 2016	12,687	9,167	29,048	2.29	1:30
November 2016	13,679	9,930	28,603	2.09	1:25
October 2016	18,311	12,813	35,906	1.96	1:25

Completed Shoots

Title	Requested By	Date Shot	Duration
Communications Advisory Commission	City Administration	Oct. 2	0:16
Planning and Zoning	City Administration	Oct. 3	0:11
Social: Coffee with a Cop	Communications	Oct. 4	0:01
Liberty Choir Concert	Liberty High School	Oct. 4	1:00
City Council	City Administration	Oct. 10	0:20
Candidate Statements	Communications	Oct. 11	0:08
Tree and Storm Water Advisory Board	City Administration	Oct. 11	0:25
Library Board of Trustees	City Administration	Oct. 16	1:17
Social: Liberty Fest Parade	Communications	Oct. 17	0:01
Liberty Marching Band Concert	Liberty High School	Oct. 18	1:00
Television & Truth paranormal program	Liberty High School	Oct. 18	1:35
City Council	City Administration	Oct. 24	0:48
League of Women Voters candidate forum	LWV of JC	Oct. 25	2:00
Social: NLPD K9 Falco	Communications	Oct. 27	0:01
Total shoots: 14	Duration of new video: 9.0 hours		

North Liberty Communications Advisory Commission

Meeting Agenda
Monday, Oct. 2, 2017
6:00 p.m. Regular Session
City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Commissioner Goings called the meeting to order at 6:01 p.m.

2. Roll call.

Commissioners Hoffman and Fields were present. Commissioners Wells and Arnold were absent. Also present were Nick Bergus, Jillian Miller, and Megan Benischek.

3. Public comment for items not on the agenda.

There was none.

4. Staff report.

Bergus reported on the staff's activity in September. This included the creation of a new social media series to highlight recent city happenings and city council outcomes, takeaways from conferences Nick and Megan attended, the start of a collaboration between NLTV, Liberty High, and CoralVision to cover Liberty performing arts. Jillian provided an updated on the planning process for Beat the Bitter

5. Approval of minutes.

Hoffman moved, and Fields seconded, to approve the minutes from September 11, 2017, with all voting in favor.

6. Old business.

Hoffman and Bergus shared that they are still collaborating on compiling the results from the community satisfaction survey and plan to submit a summary to City Council a next week's meeting on Oct. 10, 2017.

7. New business.

There was none.

8. Next meeting date.

The next meeting was scheduled for 6 p.m. on Monday, Nov. 6, 2017.

9. Adjourn.

Fields moved, with Hoffman seconding, to adjourn the meeting at 6:16 p.m. will all voting in favor.