



## **North Liberty Communications Advisory Commission**

Meeting Agenda

Monday, May 7, 2018

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. Approval of minutes.
6. Old business.
7. New business.
8. Next meeting date: June 4.
9. Adjourn.

# **Communications Department Report**

Submitted to the North Liberty City Council  
May 2, 2018, for the month of April 2018

## **Blues & BBQ**

Planning for the July 14 event continues, and meetings will pick up in May. We still need to fill about 60 percent of our volunteer openings and would welcome any volunteers; we also have group fundraising opportunities available for groups of 10 or more. The team spent time preparing marketing collateral for announcements, including opening ticket sales for the Pig & Pint Prelude benefit dinner and our headliner, Grammy winner Fantastic Negrito, and more in early May. Details, including volunteer opportunities, Turkey Trot registration and Pig & Pint tickets, are available at [northlibertyblues.org](http://northlibertyblues.org).

## **Trash and recycling modernization**

We worked with administration and Johnson County Refuse to prepare for and roll out the modernization of the city's trash and recycling system, producing a communications plan, answers to frequently asked questions, website and online option selection, displays for the library and citywide cleanup day. Like City Hall, we've fielded questions from residents (including calls, social media and emails) and worked to get answer their questions. We have additional communication planned for May focusing on the need to select a plan. We'll transition to focusing on the logistics once the selection period closes. So far, about 10 percent of North Liberty households have selected (50 percent, we're told, would be a high number of respondents) of which 60% have selected the largest, default option (the balance is split evenly between weekly and biweekly 35-gallon bins).

## **Storm drain painting**

Jillian has moved forward with the committee on the proposal approved by the Tree and Storm Water Advisory Board. She secured funding from MidWestOne to help fund the project. The committee met on April 30, plans to have designs from Penn and Liberty May 18 and will meet again May 23.

## **Infrastructure projects**

Projects are in full swing, and we continue to work to keep stakeholders informed of the plans as we're made aware of them.

## **Run CRANDIC**

We had about 2,200 runners through our Cheer Party Zone for the first Cedar Rapids to Iowa City marathon (and half marathon. Turnout was good (and loud!) not just at the official zones (including a brunch at Tin Roost), but along the entire North Liberty Recreation Trail. We had great feedback from runners and organizers

## **Website redesign**

We moved content and built out pages while Maudience did development work. We're moving to have it at a place where it can launch, with additional fine tuning through the month, in early May.

## **Other items**

A milestone worth a quick note: this month, we surpassed the City of Iowa City's number of Facebook likes. While it's not a fair to directly compare (we have different demographics and different strategies), and there are other platforms where they're still ahead (Twitter, for example), it's a good sign that we've built a solid communication channel that reaches many constituents.

We produced the second North Liberty Bulletin, our monthly forward-looking email newsletter and sent it to about 2,000 subscribers. We saw similar open and clickthrough rates and think it can be a valuable way to connect constituents with important news and information.

We produced and submitted City Council meetings and League of Women Voters candidate forums to the Iowa City government and Coralville PEG channels.

Staff participated in the city staff day of service; collecting trash at Goose Lake.

We sent news releases about projects and road impacts, Run CRANDIC, trash changes, Older Americans Month, alternatives to citywide cleanup day and more.

## Social media (Current month and preceding 12)

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
April 2018	378	45,215	51	33,300	17 (1106)
March 2018	134	33,026	35	29,000	19 (1089)
February 2018	71	20,416	48	48,400	6 (1070)
January 2018	87	32,521	30	28,600	10 (1064)
December 2017	224	86,779	24	28,700	17 (1054)
November 2017	57	25,611	24	20,500	2 (1037)
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)

**Facebook new likes** is the net number of new users liking the city's Facebook page; it does not include new *followers*. **Facebook reach** is the number of unique users who saw any of the city's Facebook content. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown. **Instagram new follows** is the net number of new users liking the city's Instagram account.

## Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
April 2018	25,779	17,159	49,636	1.93	1:34
March 2018	13,074	8,620	37,250	2.03	1:34
February 2018	15,930	11,181	33,857	2.13	1:34
January 2018	21,025	15,098	42,369	2.02	1:19
December 2017	18,941	13,550	37,510	1.98	1:17
November 2017	16,921	11,883	33,819	2.00	1:26
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

**Sessions** is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. **Pages/Session** is the number of pages loaded per session. **Avg. Session** is the average length, in minutes and seconds, of user interactions. All stats are monthly.

## Completed Videos

<b>Title</b>	<b>Requested By</b>	<b>Date Completed</b>	<b>Duration</b>
<b>Communications Advisory Commission</b>	City Administration	April 2	0:19
<b>Planning and Zoning Commission</b>	City Administration	April 3	0:33
<b>Eye on North Liberty: Library</b>	Communications	April 4	0:02
<b>Parks &amp; Recreation and City Council joint meeting</b>	City Administration	April 5	1:47
<b>Advance in 60: Crowdfunding for Startups</b>	Communications	April 6	0:52
<b>Social: An Inside Look at the City</b>	Communications	April 9	0:02
<b>Library Board of Trustees</b>	City Administration	April 9	0:49
<b>Social: Bike Trail and Muddy Creek Cleanup</b>	Communications	April 10	0:02
<b>City Council</b>	City Administration	April 10	2:22
<b>Tree and Storm Water Advisory Board</b>	City Administration	April 11	0:33
<b>Social: Pig &amp; Pint promo</b>	Communications	April 15	0:01
<b>Social: NLTV promo</b>	Communications	April 15	0:01
<b>Social: Pig &amp; Pint promo</b>	Communications	April 17	0:01
<b>Johnson County Supervisors candidate forum</b>	LWVJC	April 18	1:20
<b>Social: Sheriff Dept. Rescue Training</b>	Communications	April 23	0:01
<b>Social: Kites for Kids</b>	Communications	April 23	0:01
<b>City Council</b>	City Administration	April 24	1:06
<b>Transit Task Force</b>	City Administration	April 26	1:07
<b>Social: Doak Bike Donations</b>	Communications	April 30	0:02
<b>Eye on North Liberty: Aquatics</b>	Communications	April 30	0:02
<b>Social: City Staff Day of Service</b>	Communications	April 30	0:01
<b>Social: Spring Cleanup Day</b>	Communications	April 30	0:01
<b>Social: North Bend Playground</b>	Communications	April 30	0:02
<b>Social: Run Crandic</b>	Communications	April 30	0:01
<b>Total shoots: 24</b>	<b>Duration of new video: 11.1 hours</b>		



## **North Liberty Communications Advisory Commission**

Meeting Minutes

Monday, April 2, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.

The meeting was called to order at 6 p.m.

2. Roll call.

Commissioners Fields, Bevins, Wells, and Hoffman were present. Also present were Nick Bergus and Evan Runkle.

3. Introduction of Commissioner Ryan Bevins.

The commissioners welcome Commissioner Bevins.

4. Election of officers.

Wells nominated, and Hoffman seconded, Fields to serve as chair. Hoffman nominated, Fields second, Wells to serve as vice chair. The motions passed with all in favor.

5. Public comment for items not on the agenda.

There was none.

6. Staff report.

Bergus discussed the staff's work in March, including Blues & BBQ, storm water drain painting, project open houses.

7. Approval of minutes.

Hoffman moved, Wells seconded, to approve the minutes, with all voting in favor.

8. Old business.

Fields asked Wells to talk about the senior council meeting he attended.

9. New business.

There was none.

10. Next meeting date.

The next meeting is set for 6 p.m. on Monday, May 7, 2018, in the council chambers.

11. Adjourn.

At 6:16 p.m., Hoffman moved, Wells seconded, to adjourn the meeting, with all voting in favor.