



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, June 4, 2018

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. Staff report.
5. Approval of minutes.
6. Old business.
7. New business.
8. Next meeting scheduled for July 2
9. Adjourn.

Communications Department Report

Submitted to the North Liberty City Council

June 1, 2018, for the month of May 2018

Blues & BBQ

Planning for the July 14 event continues. We still, of course, need more volunteers and will host a recruitment event on June 14 in conjunction with Reds Alehouse featuring Dave Zollo live plus a half-off drink for anyone who is volunteering this year. Some improvements to Centennial Park will happen before the event, so we're working on plans to accommodate the changes. A new Centennial Park monument sign, supported by Blues & BBQ proceeds, was installed, thanks to Guy and the parks crew. Ticket sales for the Pig & Pint Prelude benefit dinner are strong, with prices increasing today. Details are available at northlibertyblues.org.

Trash and recycling modernization

We continued to publicize the modernization, with Jillian scripting and Derek producing "The Trashelor," a parody video to help make a somewhat contentious (and boring) topic more fun. By the deadline for selection, more than 2,800 households had selection online (with half again as many selecting with paper forms), putting us well ahead of our 50% response rate goal.

Recycling bin drop off began at the end of the month.

Website redesign

The website has been built out on the development server and we'll begin DNS propagation over the weekend the change should be complete on Monday, June 4. Maudience and staff all spend a few days in a sprint to get it to the point of launch and have a list of post-launch improvements to come. We'll monitor use to make sure users are finding what they need and to fix pages that don't work right, as well as to further optimize and make tweaks. A few key features of this site:

- Responsive design: the site is designed to resize to better fit on a phone or tablet.
- Load optimization: we made choices to reduce the amount of data a page load would require.
- Web forms: we're eliminating the plethora of PDF forms on the site, making it easier for users to complete (it's also possible to print the form and get a nice paper or PDF copy if desired).
- Custom post types: information for employment opportunities, RFPs, meetings and other items will be better handled.

52317 podcast

We launched our business-focused podcast, 52317, with plans to release episodes monthly. Each episode will run 10 to 15 minutes and be an interview with someone doing work in North Liberty.

You can subscribe by searching for 52317 in Apple Podcasts, Google Play or where ever you get podcasts.

Infrastructure projects

Projects are in full swing — and yet more keep coming. We're working to publicize the closures as the come, as well as working with businesses to keep them up to speed.

Storm drain painting

The committee has selected designs and artists. The next announcements, expected in June, will be the locations and times.

Run CRANDIC

We're proud to note that North Liberty was voted the best cheer zone for the inaugural run by the runners themselves. We have a trophy to prove it. The run raised more \$27,000 for the Iowa City school district, and the check was presented to the foundation at Van Allen.

Other items

We produced the third North Liberty Bulletin, our monthly forward-looking email newsletter and, because it focused on the modernization of our trash system, sent it to our full list of about 8,000 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 to the Iowa City government channel.

Staff met with United Way of Johnson and Washington Counties staff about involvement in the organization's 100th Anniversary celebration. Staff met with Mercy IC staff about involvement in North Liberty. Staff met with ICR Iowa staff about economic development and marketing to external audiences.

While we'll continue to upload all video to Vimeo as an archive, we've started to experiment with YouTube as a channel for our lighter fare.

We sent news releases about projects and road impacts, trash changes, holiday hours 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
May 2018	93	34,878	43	35,800	15 (1121)
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)

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
May 2018	27,326	18,336	53,837	1.97	1:30
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

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

Title	Requested By	Date Completed	Duration
Social: Music Together	Communications	May 1	0:02
Planning and Zoning Commission	City Administration	May 1	0:58
Parks & Recreation Commission	City Administration	May 3	1:05
Communications Advisory Commission	City Administration	May 7	0:19
Social: Bob Parker Memorial Blood Drive	Communications	May 7	0:01
City Council	City Administration	May 8	1:14
Social: The Trashelor	Communications	May 9	0:03
Social: Outdoor Pool Filling	Communications	May 10	0:01
Social: Volunteer Fair	Communications	May 10	0:01
Board of Adjustment	City Administration	May 16	0:37
Library Board of Trustees	City Administration	May 21	1:09
City Council	City Administration	May 22	1:31
Social: Grant Groundbreaking	Communications	May 22	0:01
Training: US Civilian Conservation Corp	Water Department	May 25	1:09
Social: Author Visit	Communications	May 26	0:01
Social: Pool Opening Day	Communications	May 26	0:01
Total shoots: 16	Duration of new video: 8.2 hours		



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, May 7, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Commissioner Fields called the meeting to order at 6:00 p.m.

2. Roll call.

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

3. Public comment for items not on the agenda.

There was none.

4. Staff report.

Staff reported on projects in April, including Blues & BBQ, a storm drain education project and the forthcoming launch of a podcast.

5. Approval of minutes.

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

6. Old business.

There was none.

7. New business.

There was none

8. Next meeting date: June 4.

The next meeting will be held June 4.

9. Adjourn.

At 6:10 p.m. Wells moved, and Fields seconded, to adjourn the meeting, with all present voting in favor.